

CHICAGO BOOK FAIR NUMBER

THE

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THE AMERICAN
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

The American Literary Gazette and Publishers' Circular.

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Vol. XCIII, No. 26

NEW YORK, June 29, 1918

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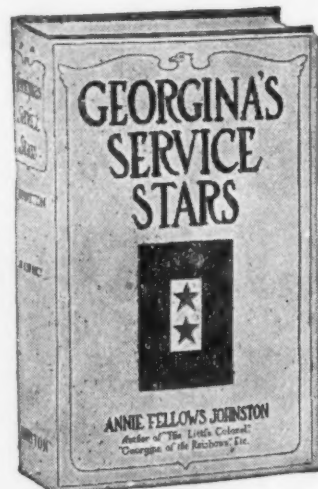
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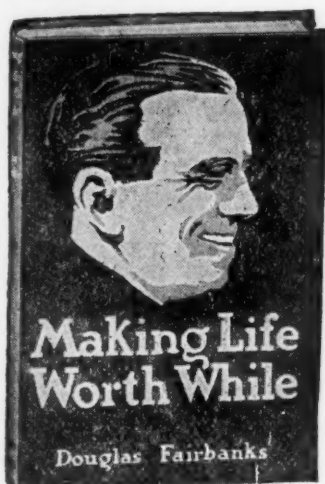
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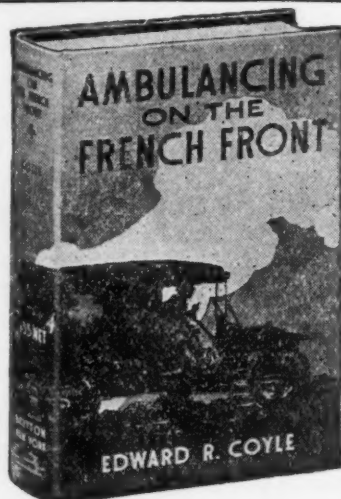
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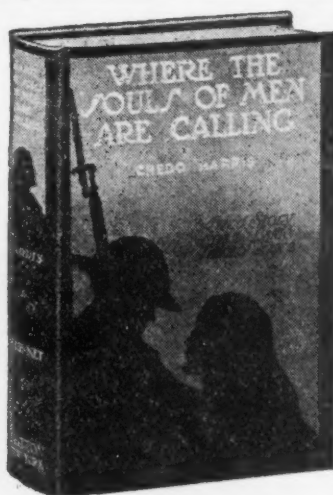
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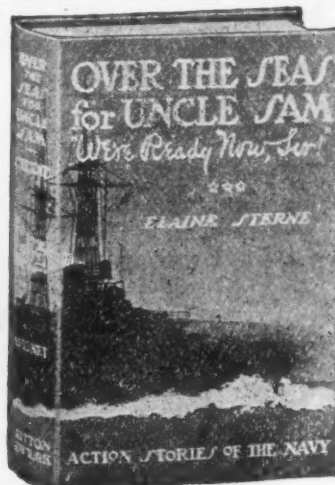
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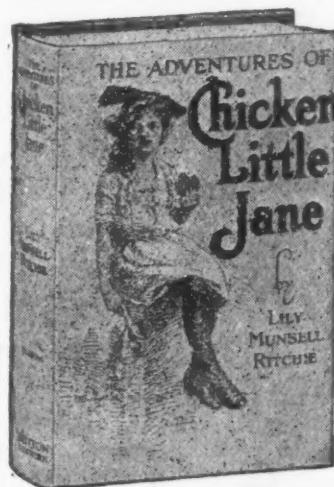
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53 BEACON ST.
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The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

June 29, 1918

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Publishers should send books promptly for weekly record and descriptive annotations, if possible, in advance of publication.

For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

THE MIDDLE WESTERN MARKET

THE retail and wholesale distributors of books in the Middle West realize that they are facing a fall season of peculiar difficulties, and of peculiar possibilities. People will buy books this fall, books will be needed for diversion, for increased efficiency, for comfort, and for the will to win the war.

A country whose per capita expenditure for books is less than a dollar per year can hardly point to them as great luxuries and even after four years of war France has done no more to curtail the sale of books than to tax editions de luxe and to limit the size of catalogs.

The Chicago Book Fair is of highest importance to the buyers this year. It means that fall purchasing can be given the guidance that comes from a concentrated study of the problem. Instead of two months of intermittent buying at home, the whole problem can be looked squarely in the face under the best auspices, and with many advantages:

1. The publishers have been giving months of thought to fall tendencies. They will make their most complete showing at Chicago and their most competent representatives will be there.

2. There is a great advantage in making a comparative inspection of lines and prices, especially is that so in a rising market.

3. Every bookseller must buy with an eye to new lines this year. It may be that the publisher with whom a dealer has done little business in previous years will have the profitable suggestions for fall 1918.

4. The buyers at Chicago are going to have the opportunity to compare ideas with other dealers, an ear to the ground in this crucial year.

5. The increasing difficulties in transporta-

tion make early shipments decidedly advantageous.

6. The increasing difficulties in book manufacture and the again increasing costs make prompt ordering a good policy.

If publishers, wholesalers, and retailers take the Fair at its full value and with a full understanding of its importance this year the 1918 gathering should be of greatest value.

WHAT OF CHICAGO?

WHEN you sell books in Chicago do you realize that: You are standing in the center of North America?

While it took Paris 1600 years to get a population of 2,763,393; New York, 300 years to get a population of 4,450,963; Chicago got 2,500,000 in 75 years—

The slogan of the Chicago Association of Commerce is: "Chicago—The Metropolis of the U. S. in 1935—of the world in 1950."

Some of the greatest cities of the world—London, Paris, Glasgow, Petrograd—are inland cities—

50,000,000 people live within a night's ride of you in Chicago—

The Mississippi Valley has an annual tonnage of 22 billion tons—

In two years the Freight Traffic Department of the Chicago Association of Commerce originated, developed and perfected the present thru package car service, and now 1000 thru package cars leave Chicago daily for all parts of the United States.

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Building is 20 per cent cheaper in Chicago than in cities less favorably situated with respect to raw material.

Electric power is cheaper in Chicago than in any other American city—

Chicago has the lowest tax rate of any large city in the United States except San Francisco.

Comparisons are odious but—

There is one bookseller in New York for every 22,591 population; 1 in Boston for every 11,074; 1 in Chicago for every 12,930—

Chicago has 6 colleges and universities with an attendance of 14,450; New York, 6 with 12,938; Boston, 3 with 6769.

"Chicago is now the library center of the country," says the statistician of the Chicago Association of Commerce, "since it is the headquarters of the American Library Association."

Home circulation of books from the Chicago Public Library was 5,602,806 in 1917; registered borrowers were 212,030.

Over 2 books to each inhabitant—indicates the possibility of the book-trade which has Chicago as a center.

And one hundred publishing firms of all classes are listed now doing business with Chicago as headquarters.



THE CONGRESS HOTEL, CHICAGO.

THE CHICAGO BOOK FAIR HEAD-QUARTERS

WHILE Chicago has a goodly number of comfortable hotels for commercial travelers, book-trade representatives have for more than forty years favored the old Palmer House which always has been, and still is "the center of things." While loyalty to the "Palmer" is a religion with a majority of travelers, there is a clientele of healthy growth that is partial to the Congress Hotel, on Michigan Blvd., and fairly adjacent to the book center. While the "Palmer" gathers chiefly the representatives of competitive lines, including toy books, greeting cards, calendars, etc., the "Congress" appeals to what might be called the "copy-right lines."

The boys at the "Palmer" are wont to refer in gentle sarcasm to those at the "Congress" as "Highbrows" and during the past few years there has developed a general distinction in the housing of the lines which has been graphically described, "the 1-3 off guys" are at "the Congress" the "40 and 10 drummers" are at the "Palmer."

Visiting buyers are sure of a congenial atmosphere in either of these famous hostelries.

WANTED!

A FEW shelf-worn books from publishers' bins for the children of Monhegan Island, Maine. The editors of the PUBLISHERS' WEEKLY have just had a letter from Miss Bertha Mahony of the Bookshop for Boys and Girls of Boston. She is having a vacation at Monhegan. If you know that cliff-bound island a dozen miles off the coast of Maine you know what a wonderful place it is in summer and can imagine what a lonesome place it might be in winter, especially for the two dozen children that live there. Those children have no books to draw on. That naturally appeals to Miss Mahony's sympathies.

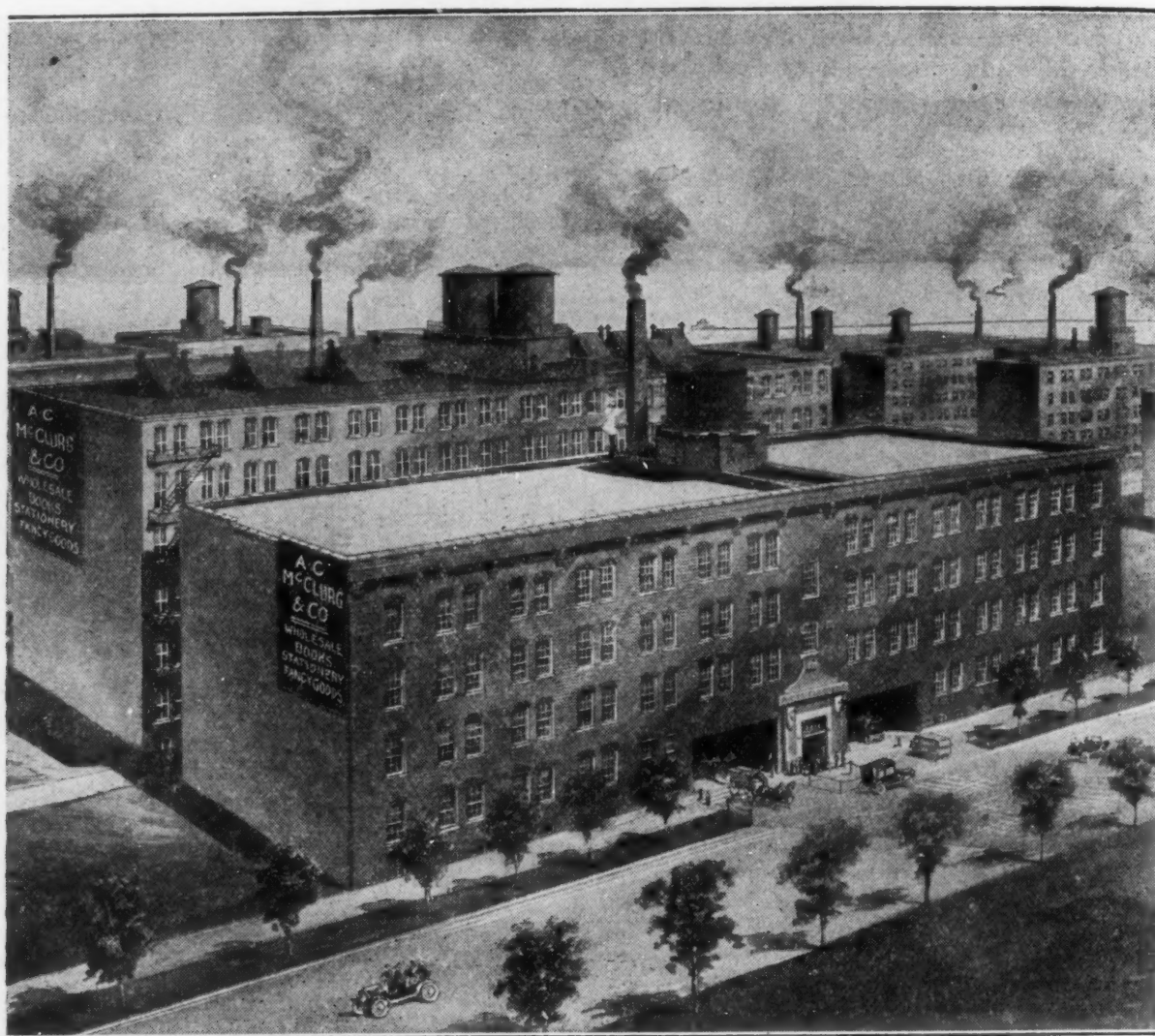
Why could not these children be supplied from some of the overstock and shelf-worn volumes in the stock rooms of the publishers? Miss Mahony is right there and could put the thing in good shape for the winter. If this appeals to any of the readers of the PUBLISHERS' WEEKLY, will you not mail a book or two before July 6th to Miss Bertha E. Mahony, Monhegan, Maine, for the Children's Library? It would be a nice thing to do.—(Signed) *Frederic G. Melcher* of the PUBLISHERS' WEEKLY Office.

CHICAGO BOOK FAIR DIRECTORY

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 Atlantic Monthly Press—James L. Crowder, Room 421, Palmer House.
 Barse & Hopkins—W. J. Barse, J. H. Hopkins, Palmer House.
 Bobbs-Merrill Co.—H. S. Baker, Congress Hotel.
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 Brentano's—James L. Crowder, Room 421, Palmer House.
 Britton Publishing Co.—F. T. J. Nunan, Room 627, Palmer House.
 Burt (A. L.) Co.—Theodore A. Jasper, Palmer House.
 Clode, Edward J.—James L. Crowder, Room 421, Palmer House.
 Cupples & Leon Co.—W. M. Edwards, Room 222, Palmer House.
 Dodge Pub. Co.—A. D. MacMullen, Palmer House.
 Doran (George H.) Co.—H. R. Drake, Palmer House.
 Dutton (E. P.) & Co.—E. W. Porter, Palmer House.
 Grosset & Dunlap Co.—Edward C. Ketcham, Congress Hotel.
 Harper & Brothers—Dr. George V. Price, Congress Hotel Annex.
 Holt (Henry) & Co.—A. H. Gehrs, Congress Hotel Annex.
 Huebsch, B. W.—James L. Crowder, Room 421, Palmer House.
 Hurst & Co.—Louis M. Levy, Palmer House.
 Jacobs (George W.) & Co.—B. L. Macrae, Congress Hotel.
 Knopf, Alfred A.—James L. Crowder, Palmer House.
 Laird & Lee, Inc.—E. J. Flynn, G. W. Edwards, F. J. Schulte, Room 448 Palmer House, and at 1732 Michigan Blvd.
 Little, Brown & Co.—Joseph F. Greene, Congress Hotel.
 Lothrop, Lee & Shepard Co.—L. W. Adams, Congress Hotel.
 Luce (John W.) & Co.—James L. Crowder, Room 421, Palmer House.
 Macmillan (The) Co.—Thomas Cuthbertson, Congress Hotel.
 McKay, David—Alex McKay, Palmer House.
 Methodist Book Concern—H. C. Voss, Palmer House.
 Military Publishing Co.—James L. Crowder, Room 421, Palmer House.
 Nelson (Thomas) & Sons—George F. Bachmann, Palmer House.
 Ottenheimer, I. & M.—Palmer House.
 Page Co.—Palmer House.
 Platt & Nourse Co.—Floyd H. Nourse, Palmer House.
 Presbyterian Board of Publication—125 N. Wabash Ave.
 Robert G. Shores—Alfred F. Hocken, Palmer House.
 Small, Maynard & Co., Inc.—J. J. Mullen, Room 450, Palmer House.
 Standard Publishing Co.—Charles M. Ross, Congress Hotel.
 Westminster Press—125 N. Wabash Ave.
 Wilde (W. A.) Co.—W. J. Sanford, at W. A. Wilde Co., Rand McNally Bldg.
 Winston (John C.) Co.—B. F. Hitchens, 509-517 So. Wabash Ave. and at the Palmer House; John R. Fraser, Palmer House; W. O. Shepherd, at 509-517 So. Wabash Ave., and at the Palmer House.
 Womans (The) Press—James L. Crowder, Room 421, Palmer House.



THE PALMER HOUSE, CHICAGO.



MCCLURG'S OHIO STREET BUILDINGS

A. C. McCLURG & CO. CHICAGO'S LARGEST BOOKSELLER

THE present firm of A. C. McClurg & Company had its origin in the opening of a book-store by W. W. Barlow & Company, at 147 Lake Street, August 23, 1844. In 1846 the business was moved to 121 Lake Street and in 1848 the firm name was changed to Wm. Bross & Co. and later to Griggs, Bross & Co.

In 1849 Mr. Griggs purchased the interest of Mr. Bross and from that time till 1872 the house was known as S. C. Griggs & Co. In 1858 the business was moved into more extensive quarters at 39 and 41 Lake Street and in 1866 General Alexander C. McClurg was admitted into the firm. In 1868 a fire damaged the stock and destroyed the building it occupied and the firm was obliged, after occupying temporary quarters for a few weeks, to remove to 106 and 108 State St. In 1869 they moved across the street to 117 and 119.

In 1872 the firm of S. C. Griggs & Co. was dissolved by mutual consent and the business was continued by the reorganized firm under the name of Jansen, McClurg & Company.

In 1882 the concern was obliged to seek larger quarters and moved to 117, 119, and 121 Wabash Avenue, at the corner of Madison

Street. In 1886 Mr. Jansen retired and the business was continued by the remaining partners under its present name: A. C. McClurg & Company.

General McClurg died, April 15, 1901 and Mr. William F. Zimmerman was elected to take his place as president of the concern which office he held till the election of Mr. Ogden T. McClurg as president in 1911.

In 1907 the business had grown to such an extent in all departments that it was deemed best to conduct the retail and wholesale operations in separate buildings and accordingly work was at once started on the structure at 330 to 352 East Ohio Street.

One year after the wholesale department had moved in it was found that the rapid expansion of all branches made another building necessary, and a six-story structure was built joining the Ohio Street building in the rear and facing Ontario Street. These buildings have a floor space of 342,000 square feet and now house the Wholesale, Manufacturing and Publishing Departments, as well as the General Offices and Wholesale Display Rooms, affording employment for about seven hundred people.

ORIGINALITY—THE VOLLAND CO.'S WATCHWORD

An interview with W. R. Anderson, Vice-President of P. F. Volland Co.

A partnership was started in 1908 under the name of P. F. Volland & Company. After eight years of unprecedented growth, the business was incorporated in January, 1917, under the same name.

Mr. P. F. Volland, who has directed the business since its inception and whose productive genius is evidenced in every Volland

to make good and we had to publish them so well and artistically that there couldn't be any chance about it. We didn't have enough means to grow in any other way than thru demand—and we couldn't wait very long for that—and fortunately we didn't have to. The public liked our cards, mottoes, calendars and books, and we naturally had quite a leaning toward them ourselves. So we devised our 'Mark of Originality' as a bond of trust between the public, the dealer and ourselves and we try not to publish anything we are not proud to put our mark on.

"Our first publications were greeting cards and inspirational mottoes. Most of the cards used in America came from abroad in those days. We thought that they weren't sufficiently artistic or unusual for the more appreciative class of Americans, so we put out a new Volland kind, the kind which could bear our mark.

"It was but a step from the artistic card or motto to some longer piece of in-

spirational and friendly verse or prose which had to go into a gift book. So we became publishers of gift books and sold hundreds of thousands each year to the same kind of people who appreciated our cards.

"We took a survey of the book field to see what other books we could publish in a way which would be different and better. This

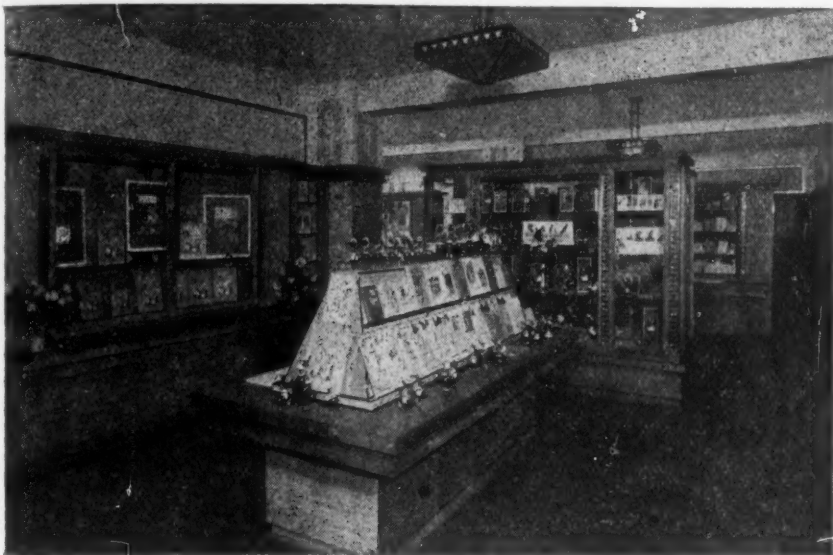
publication, is the president of the corporation; Mr. W. R. Anderson, who has managed the New York office from the beginning, is the vice-president, and the offices of secretary and treasurer are held by Mr. F. J. Clampitt, one of the original three partners. Mr. Clampitt was for years in charge of the Western office of the Whiting Paper Co. and severed that connection in 1916 to assume an active part in the rapidly expanding Volland business.

"The company started with a full-fledged ideal and a trade-mark," said Mr. Anderson. "That comes mighty near to being literally true, but with the ideal we had some ideas and we had the huge advantage of Mr. Volland's personal abilities in the production of beautiful and unusual printed matter. Then, too, there was an unusual opportunity at the time we started because there were many things in the publishing line which could be done ever so much better, and were simply waiting for the right man or the right organization.

"Of money we certainly didn't have enough to enter into any impractical undertakings or to publish things which were not successful in the stores. The Volland publications had

time it was books for children which spelled 'Opportunity'—the largest opportunity of all, because the right books for children are such a big and vibrant influence in our national life.

"We have changed our slogan from 'good books for children' to 'books good for children' and are trying to make them just that."



THE VOLLAND RECEPTION ROOM



THE VOLLAND SAMPLE ROOM.



THE RAND, McNALLY OFFICES, CHICAGO

THE ROMANCE OF A PIONEER PUBLISHER IN CHICAGO

THE story of Rand McNally & Company is in large part the story of Andrew McNally, pioneer citizen of Chicago, whose readiness to appreciate new opportunities and whose high courage carried the business from small beginnings to assured pre-eminence in the line of its specialties.

In 1864 Mr. McNally and Mr. William H. Rand purchased the remaining interest in the job office of the *Chicago Tribune* at 165 North Clark Street, a department of that newspaper in which they had previously held partnerships, and formed the Rand-McNally Company. In 1866 the company organized the railroad ticket department which to this day is one of its most important branches, and in 1869 issued its first publication, "The Western Railway Guide."

The foundations of a large building had been laid at 14-24 West Madison Street, a portion of the site now occupied by the Boston Store, when the fire of 1871 stopped construction and swept away the old establishment. On October 10, while the fire was still raging, Andrew McNally bought the only complete printing office remaining in the city, and two days later had a plant in full operation at 615 West Randolph Street.

The company was incorporated in 1873, with a capital of \$200,000, and a year later removed to larger quarters at 14-16 West Madison Street. In 1876 the publication of wall maps, atlases, and pocket maps was begun, and in 1880 school maps and globes were added. In the latter year the company erected a six-story building at 125-127 West Monroe Street, and increased its capital stock to \$1,000,000. In 1884 the Department of General Literature was founded, and the general publishing field entered.

When in 1890 the company erected on Adams Street, near La Salle, one of the first all-steel buildings in the world it installed facilities which were supposed to meet not only the demands of the then great city of 1,100,300 inhabitants, but all reasonable demands for many succeeding years.

The building was for that time a mammoth structure, notable as a leader among "skyscrapers," and represented the highest achievement in construction, economy of operation, advancement in safety and comfort of employees, rapid production, and all the protective features desirable in carrying on the important, expensive, and confidential work in which the company engaged. But in

THE ROMANCE OF A PIONEER PUBLISHER IN CHICAGO—Continued

the following twenty-two years Chicago increased in population 150 per cent, and the Rand-McNally business gradually outgrew its liberal accommodations. Additional space was leased in several places in Chicago, and to meet the increasing eastern business a manufacturing plant covering about five acres was erected at Ossining, on the Hudson River. But the progressive spirit of the company and the steady growth of its business are most forcefully expressed in the abandonment in 1912 of the great Adams Street plant and the

erection of the new Rand-McNally Building at Clark, Harrison, and La Salle streets.

The company now employs more than 1100 people, of whom the large majority are trained workers. The new building houses the greater part of this force, altho in addition to the central plant the company maintains a map-case factory in another part of the city, the printing establishment at Ossining, New York, a store and offices in New York City, and sales agencies in Los Angeles and San Francisco.

A CHICAGO PUBLISHER OF BUSINESS BOOKS

WHEN one thinks of the A. W. Shaw Co., one thinks of *System* and business books, in fact they claim to be the largest publishers of business literature in the world.

The A. W. Shaw Co. has distributed over two million volumes of business books, in addition to printing four great business magazines of which one is in London, Eng., and no less than three in Chicago, their home office.

The A. W. Shaw Co. was one of the first

to realize that business men are reading business books. Upon this realization they set to work, engaging some of the foremost authorities in the various branches of business, to prepare books for them.

The result is that today they are one of the foremost publishers of specialized business books, with great prospects for the future, when this class of literature will come into its own, during the period of reconstruction after the war.



THE A. W. SHAW CO. OFFICES, CHICAGO

GENERAL CONDITIONS IN THE BOOK-TRADE OF CHICAGO, BUFFALO AND TOLEDO

The following facts are based upon a personal investigation by one of the PUBLISHERS' WEEKLY staff.

CHICAGO booksellers as a whole report business for late spring and early summer to be about equal to last year. It must be said, however, that this was only possible by greater effort this year.

A prominent Chicago jobber said, "Altho not moving as fast as in the early spring war books are still our principal item. In our opinion fiction will see a big increased sale this fall."

A large department store buyer plans to order in small quantities frequently, thus turning his stock faster. No one class of books is selling big, yet all are steady.

Another department store book buyer believes that the better books will come into their own this fall, also that the reconstruction or after-the-war book will be in demand. Business books were selling. The war narrative from a new angle has great possibilities, is the belief of this buyer.

One of Michigan Avenue's bookstores reported French books were selling, also light fiction for summer reading, while business books were slow.

A religious book store finds business ahead of last year, due to the increased sale of bibles, testaments and religious books.

All Chicago booksellers are very optimistic for greater business this fall, also they are conscious of the great new reading public being created by the war.

TOLEDO

Generally Toledo is a very poor book town, not supporting even one bookstore, altho the population is over 200,000.

A department store which does the bulk of the book business reports war books dead. Fiction, fair; business books, not selling. In spite of this, their year's business is equivalent to last year's, accounted for by the general sale of all staples.

Another department store reported business up to last year, until the department was moved about a month ago, since then business has dropped off considerably.

The only other place carrying books is a department store which has 60c. books and 35c. juveniles selling about as well as last year.

BUFFALO

A notable feature of the book business in Buffalo is that the wealthy classes are buying very little. The bulk of all the stores' business is coming from the working classes. Charge accounts have decreased, while cash business has increased. General conditions in the book-trade in Buffalo are quite favorable.

One of the bookstores reported business up to last year, with war books, best sellers, fiction slow, business books also slow. Doing most business on staples like cook books, letter writer, etiquette manuals, as well as classics, standard poets, etc.

A department store reported January, February and March ahead of last year. April and May have run slightly behind. Believes war books will sell all year. Sells some business books, but staples are main items.

Another book department reports business is a little ahead of last year, with profit holding up.

One dealer reported business fair. War books were selling, but fiction was not.

SHORTAGE OF PAPER IN GREAT BRITAIN

THE shortage of paper of all kinds in the United Kingdom has become very acute and fresh drastic regulations regarding its use have been issued by the Paper Controller. For this year—that is, the paper year beginning March 1—the Paper Controller has decreed that licenses will be issued in respect to the importation of only 202,000 tons of paper-making materials, 19,000 tons of writing and printing papers and 54,000 tons of packing papers, boards, and articles of paper—a total of 275,000 tons. This drastic measure following on severe economies practised in the two preceding years has produced consternation which has not been allayed by the steps taken to utilize waste paper and to restrict the use of paper to only really essential purposes.

The unfortunate thing is that Britain does not produce the raw material for paper-making and has always been dependent upon other countries for both paper-making material for its mills, and, to a considerable extent, for paper, especially news print, also. At present the only hope, beyond the quantity

of pulp that will be permitted import, is waste paper, the collection of which has of late averaged 4000 tons per week, but with less paper being in general use this level cannot be maintained. The seriousness of the position has been in some measure recognized officially and in addition to the collection of waste or used paper, dealings in cotton and linen rags, sacking, rope-ends, etc., are also "controlled." Wood sawdust has also been experimented on and the paper thus manufactured is reported to be fairly satisfactory.

To meet the considerably reduced supply of paper very strict regulations are being enforced upon consumers. Newspapers are only allowed paper on a certain percentage basis of their pre-war supplies, and the percentage is such that the majority of daily and weekly publications are now issued at about one-fourth the size they were accustomed to. Other means adopted and in force for some months include the prohibition of newspaper "contents" placards, advertising circulars (as distinguished from trade catalogs), and posters beyond a certain size.

A TENTH FLOOR BOOKSHOP

"—the books are worth nothing without having a sweet corner and plenty of time, as the man is nothing without the soul."

—YONE NOGUCHI.

ON the tenth floor of the Stevens Shops Building at 17 North State Street, Chicago, can be found "The Book House" of Chapin H. Hoskins.

An inviting shop anyone would call it. Entering upon the soft velvet carpet one may sink luxuriously into an easy chair. On a table nearby stands an attractive lamp appointed in good taste. On either hand are books, and such books as only those who have

monthly circular sent to a selected list of a thousand bookreaders, contains not only chat about recent publications, but also a brief list of the better books soon to be issued. Just to bring out the idea we quote the introduction to one title in *The Booklet*: Anyone who reads the current English magazines can not fail to realize that England has reached a state of war thought which is still ahead of us in this country. *Reconstruction* is now the watchword of British thinkers, who have perceived that no matter how great a victory may be gained by the allied armies, the fruits of the four years of sacrifice may all be lost in



INTERIOR OF THE BOOK HOUSE, CHICAGO

a genuine knowledge of books could select. About the walls many original paintings by local artists add to the atmosphere. To use the words of the owner, Mr. Hoskins: "The Book House is a book store—but oh how different from any other book store you have ever seen! It believes firmly in the idea expressed so quaintly by Yone Noguchi, and its quarters are like a cozy and comfortable private library ('restful' its visitors often call it). The Book House believes in selling only good books; in serving both bookreaders and book writers with all the intensity it can command, with willingness, with intelligence, and in a spirit of friendliness. It is honest in its commendation of books of merit, and frank about those of doubtful value. It believes that a bookstore should be—and can be—as vital to its community as a public library, but that its sphere of service is all its own."

Consistent with its individuality is The Book House stationery, mailing labels, and bill heads, all suitably inscribed. *The Booklet*, a

the terrible chaos of a suddenly demobilized world—unless those who are not actually engaged in the fighting turn their thoughts to a definite after-war program. "And why wait?" says, in effect, H. G. Wells, in his May book: 'In the Fourth Year: Anticipations of a World Peace.' (\$1.25.) Not to be working on an after-war program and to be bringing it about, he thinks, "is to be living outside the contemporary life of the world."

Mr. Hoskins has his own ideas of selling, for he believes that half of a bookseller's time should be spent in featuring some special type of literature. At present he is specializing on the *Reconstruction* books. The other half should be used in taking care of regular business. A young man, graduate of Harvard University, and a lover of books of the better sort, it is a pleasure for Mr. Hoskins to be among his books.

Mr. Hoskins writes: "Altho I am not too familiar with the history of bookselling in

A TENTH FLOOR BOOKSHOP—Continued

this country, I am under the impression that it has passed thru two phases. First, we had the bookstore run by a book-worm. Then came the age of commercialism and the real book-lovers were, as a rule, unable to survive in the struggle. The result has been the rise of the merchandiser who sells books like calico. My point is that the bookseller of the new age must combine the good points of both these older types. He must be able to discriminate between good and bad books, to create a bookish atmosphere, in his store, etc.; in other words, to build an individuality. But in order that this individuality may survive, he must be not merely a good business man but a far better one than the average present-day book man. I think this theory has been strikingly confirmed in the publishing world by one or two of the younger publishers. You will grant, I think, that there are some of the newest publishers who put out a high quality of book and at the same time are giving lessons to the hundred-year old firms in effective advertising, rapid turnover, the me-

chanics of book printing and book making."

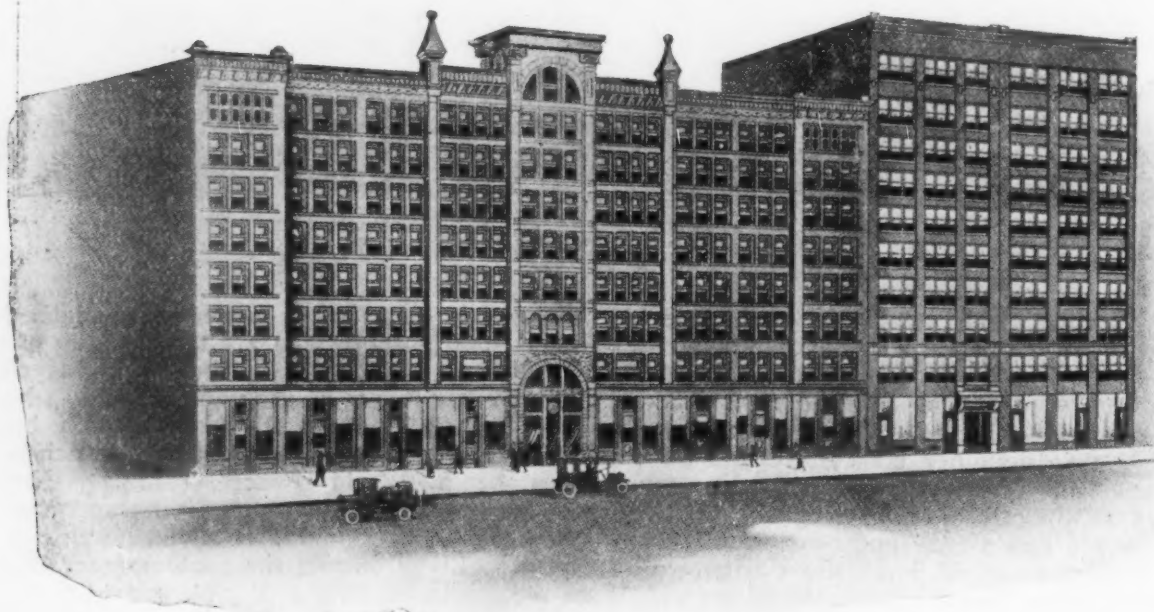
For the training of his two assistants there are weekly meetings and the recent meetings have called for the consideration of one author each week on the following schedule:

A. (1) Biography; (2) Chief books; (3) Other works; (4) Geographical location. B. Review of one work. (1) Chief interest for us; (2) Outline; (3) Read selections. C. (1) What we carry in stock; (2) Other editions; (3) What our sales have been; (4) How can we increase sales?

By card systems The Book House records every title carried, the cost, when purchased, and the number of copies sold. Another index records the customer's recent purchases, likes and dislikes.

Altho only in business a few months this shop is building up a large clientele both from the building they are in and outside. To quote Mr. Hoskins, "We make new friends daily and are quite encouraged by the way they return to browse and buy at leisure."

CHICAGO'S LARGEST POPULAR PRICE PUBLISHER



THE M. A. DONAHUE BUILDING, CHICAGO

THE M. A. Donahue Building houses the largest popular price publisher in Chicago.

For many years M. A. Donahue & Co. have issued a line of standards, juveniles, and fiction at popular prices, while recently they

have brought out a line of popular priced novels at 60c., which includes books by H. G. Wells and other well known novelists.

A specially good book for the Fall is a complete Mother Goose, profusely illustrated in color, and published at a popular price.

A CHICAGO PUBLISHER



FRANK K. REILLY

THE history of the Reilly & Britton Co. leads us back to the time when Frank K. Reilly and Sumner C. Britton entered into partnership, establishing offices in Chicago in June, 1902.

The two partners then conducted a general bookselling, publishing, and agency business, acting as representative for many publishers.

Some years later there was formed the Reilly & Britton Co. with F. K. Reilly, Pres.; W. F. Lee, Vice-Pres.; S. H. Darst, Secy.; and T. R. Koch, Treas.

The success of the Reilly & Britton Co. can best be noted by a brief survey of their present list of live, active sellers.

PUBLISHERS! HAVE YOU THIS MANUSCRIPT?

THEODORA F. McCutcheon of Greenwich, Conn., sent a manuscript of 2810 typewritten pages to a publisher sometime between March 1, 1917 and March 26, 1917, the date of her death.

The manuscript consisted in part of "Life of James McCutcheon," and a number of stories, one entitled "People of Today," another "Their Brothers and Sisters of Yesterday."

It is the general belief that the manuscript was submitted under a *nom de plume*.

Relatives are very anxious to obtain the manuscript. Should any publisher have a manuscript answering this description please

address "Lost Manuscript," care PUBLISHERS' WEEKLY.

EXPRESS RATES TO BE INCREASED TEN PER CENT

The Interstate Commerce Commission last Saturday approved a ten percent increase in express rates.

At the same time the commission disallowed an application for an increase to fifteen percent. The new rates will become effective as soon as the express companies file new tariffs, probably within two weeks.

The increase applies to the Adams, American, Wells Fargo and Southern Express companies, which will be merged, July 1, in a consolidated government company doing more than ninety-five percent of the business. Three other companies, the Western, Northern and Great Northern, are expected to apply for similar increases.

PAPER CONSUMPTION IN MAY EXCEEDS PRODUCTION

THE Federal Trade Commission paper report for May shows the weekly average of stock on hand to be 29,307 pounds of book paper and 3740 pounds of periodical paper. Production for the month amounted to 90,231 pounds of book paper and 24,213 pounds of periodical paper. Shipments for May amounted to 90,873 pounds of book paper and 24,851 pounds of periodical paper.

Production, shipments and stocks of total book paper averaged about the same as for the month of April. There was a slight increase in the shipments of periodical book paper with a corresponding decrease in mill stocks of this grade but the stocks of other grades of book paper increased.

Comparing the stocks on hand with the production it is found that: News-print mill stocks equal about 1 week's output; book-paper mill stocks equal about 1½ weeks' output; paper-board mill stocks equal about 1 week's output; wrapping-paper mill stocks equal about 3 weeks' output; bag-paper mill stocks equal less than 1 week's output; fine-paper mill stocks equal about 3½ weeks' output; tissue-paper mill stocks equal slightly more than 2 weeks' output; hanging-paper mill stocks equal about 5 weeks' output; felts and building-paper mill stocks equal less than 1 week's output; miscellaneous paper mill stocks equal about 2½ weeks' output.

IN BERLIN

AN EXHIBITION has been held in Berlin of the "Library of World War Literature," assembled during the last three and one-half years at the instigation and expense of an anonymous German millionaire manufacturer. The collection consists of 38,000 volumes of war books in various languages, 2500 newspapers (among them 85 published in German and enemy trenches), and hundreds of placards, food tickets, and noteworthy letters from soldiers, especially aviators.

NEW READERS AMONG THE SOLDIERS*

THE library at Camp Devens is finding a large and varied group of alert readers. In this group it is natural to discover many discriminating readers with well-formed literary habits. These men are asking for a very fine type of book, and if the material that they wish is not available an effort is made to secure it from a neighboring library, from the accumulation of gift books in a distributing center, or, in some cases, by special purchase. The number of books bought in response to such requests is not inconsiderable.

In distinction from this first group there is another large section of borrowers who are clearly novices to library interiors. We are convinced of this from their unfamiliarity with general library requirements and resources. There is, however, no uncertainty on the part of these men as to what they want. Their requests are apt to originate with the need for a book on some military topic closely connected with their work, for a book in a foreign language, or for some diverting story. Some one or more of these three needs, we feel sure, is constantly bringing new readers to the library, possibly for the first time. We have no figures, of course, to show this in a tangible way, but we are daily seeing new faces and writing new names.

In addition to all this we believe the men are seeing that the library has something vital to give them. It can directly help the recruit with some explanatory volume on the official manuals; it can, and does, assist the man busy with the details of army paper work, the map sketcher and the stable man. All these men are bound to see that libraries have a very practical type of book, and these same men will, in all probability, make more extended use later, in civilian life, of their local public libraries. If it is true that the public libraries are not attracting a sufficient number of men readers the camp libraries are in a fair way to remedy this by showing the men that libraries have specific books on everyday work. They should also furnish the men with the incentive for continuing their reading. The library, in this way, is going to reach the average as well as the super-educated man. The alien, in particular, is first going to learn his English from books and later use books as an adjunct to his trade or occupation.

The camp library is, of course, essentially a man's library. It offers comfortable and attractive quarters. The men enjoy perfect freedom as to smoking, and all possible red tape is eliminated. These combined conditions are making the library an inviting place to use.

The prospects also, for a fuller use of the

library are promising. The library here is conveniently located, very much in the geographical center of the camp, with the Liberty Theater next door and the Post Office nearby. The new men cannot well miss seeing the library building or knowing, from their associates, of its work. This is constructive enough, in many individual cases, to come to the attention of men in this way. We have, indeed, had instances where the men have had books brought to their attention by their companions. Books are to be found, in generous numbers, in all the welfare buildings, and the men can hardly escape this outward and visible sign of a central library agency.

Finally, the officers are making extensive use of the library, and they are certain to note its value to the men of their command. It is not an uncommon thing for the individual men to make inquiries about purchasing books.

Altogether, we feel justified in believing that the camp library, with its changing group of borrowers, has within it the possibility of training up, in an introductory way at least, an enlarging number of readers and presumably purchasers of books.

PRESERVING NEWSPAPERS

THOSE who are concerned in preserving newspapers will be interested in the efforts of the New York Public Library to preserve their papers, as discussed by H. M. Lydenberg, Reference Librarian, in a report prepared for the College and Reference section of the American Library Association.

The method at present in use is to mount each sheet of the volume preserved between two sheets of transparent Japanese tissue paper. The chief disadvantages are its high cost and the reduction of transparency, which is slight. The advantages of the method are many. The strength of the paper is increased over 200 per cent. It has the further advantage of absolute exclusion from air, and this, we believe, is a very strong deterrent against chemical disintegration of the wood pulp stock. The paper treatment offers the only solution in sight for the treatment of bound volumes in bad condition.

The use of a flexible varnish may be advisable for the treatment of current volumes before they are bound—so experiments seem to indicate. The most satisfactory method of chemical preservation seemed to be to use a flexible varnish (a basis of linseed oil and resin) by which a transparent and smooth surface might be obtained by dipping in the sheet.

But when this result had been obtained by the Library, the Government needed the materials used in the varnish, and further work along that line had to be postponed.

So at present, mounting between Japanese tissue paper is the method used to preserve newspapers.

*By Frank H. Whitmore, Librarian of Brockton, Mass., now in charge of the Camp Library at Camp Devens. This article was written in response to our inquiry as to whether Camp Libraries were making new readers as well as serving the old.

SENATORIAL CANDIDATE APPROVES STEPHENS BILL

Edmond A. Whittier, Secretary-Treasurer of the American Fair Trade League, recently threw a bombshell into the ranks of the opponents of the so-called Stephens Honest Advertising Bill when he gave out for publication a letter of approval from Joseph E. Davies, of Wisconsin.

Resolutions endorsing the Stephens Bill by over 600 commercial associations and thousands of petitions have been sent to Washington, while on the other hand arrayed against the measure have been the conscientious advocates of a "free market," those merchants with whose policy the legislation would interfere, and the trading stamp companies whose article figures largely as "bargain bait" and with whom, for that reason, free, unrestricted competition is an advantageous commercial condition. These opposing elements combined and were organized under the name of the National Trade Association.

During all this controversy about the only man holding high official position in Washington who hadn't taken sides and revealed his attitude has been Joseph E. Davies, who was Commissioner of Corporations at the beginning of the fight and has been a member of the Federal Trade Commission ever since it was created—for several years its Chairman. He has been the sphinx of the Stephens Bill situation while his favor has been repeatedly claimed by both sides. Since his retirement to run for the Senate, there have been persistent rumors that Mr. Davies would actively oppose the proposed legislation.

Not only is this gossip definitely laid to rest by the correspondence now made public but the American Fair Trade League has apparently gained a new and powerful advocate. The letter, in part, follows:

Since the Miles decision by the Supreme Court it has always been my judgment that the courts would hold all attempts at resale price control as a violation of existing law. My opinion in that respect has been verified by the recent decisions. They were inevitable so long as our legislative policy was predicated on unrestricted competition for the reason that any schedule of standard resale prices, established by the individual producer of an article, must necessarily confine competition between jobbers and between retailers of the article to service, quality, and other factors than price.

But my experience has shown me that under existing law, as thus laid down by the courts, practices have become prevalent which constitute a menace to legitimate business interests and are likewise a serious injury to the consuming public.

I am impressed with the necessity of doing justice and giving proper Governmental protection to the manufacturer of branded goods who produces standard goods of fine quality behind which he places his name and reputation and for which he has created a valuable

good will by great and conscientious effort. I believe the public interest will be served by so doing. The practice of some dealers who use such goods as sensational cut-price bait for the sale of anonymous goods is in my opinion unfair and reprehensible in the last degree. Likewise the practice of some dealers in advertising such goods for continued periods of time at prices below their costs is in my opinion not justified. Such competition is not fair and is not the competition which it should be the policy of the law to encourage but is, in fact, an indefensible misuse of the reputation of another. It is a wrongful misappropriation of the value created by the producer to further the dealer's personal and unrelated interest.

As the American Fair Trade League has so many times pointed out, the country storekeeper, the city specialty merchant and the neighborhood store often find it difficult to exist if staple products are used by the powerful concerns cutting prices in such a way as to create the impression that these smaller competitors are overcharging the consumer on everything else in their stocks. These small units of distribution lose not only the sale on these products, but the confidence of the public. Realizing these conditions there can be no doubt in the mind of any fair minded man but that these evils ought to be corrected, and these abuses prevented by law, but in the application of the remedy it is of paramount importance that the public interest should be safeguarded in every possible way.

I well understand that advocates of the one-price-to-all principle honestly contend that, in the absence of monopoly or combination, which are specifically forbidden any privileges under the Stephens Bill, competition between producers of similar articles will assure constant improvement in quality and constant lowering of price to the consumer. It is argued that all trade history proves this and the automobile and other articles are cited as evidence. Yet we must, I think, recognize and satisfy the doubt which has remained in many minds on this point. I feel sure that the members of your League would favor any restriction or amendment to the Stephens Bill which may meet every sincere, unselfish objection and facilitate its passage.

For the reasons stated, I believe the Stephens Bill should be amended so as to repose in a Governmental agency, such as the Federal Trade Commission, the power, upon its own initiative or upon complaint, to review and adjust equitably the terms of the resale contract. With such a provision included the Stephens Bill would, in my judgment, secure to producers, distributors, and the public all the benefits and economies of price stabilization on standard merchandise and at the same time afford every possible protection of the public interests.

(Signed) JOSEPH E. DAVIES.

REMINISCENCES OF JOHN F. PHAYRE WHO JOINED HARPER & BROS. IN 1864

LAST week we printed the early life of John F. Phayre up to the time he went to New York University. Speaking of this he continues: I enjoyed my life at this institution except the mathematical portion of the course, for which I had little natural aptitude and had received no careful preparation at school, but in all other departments I enjoyed much pleasure and, in general, profit. I became a member of the Zeta Psi Fraternity and later of the Phi Beta Kappa.

In 1861 I was graduated, being assigned the Philosophical Oration, which I did not deliver as I had no ambition to appear as an orator. Not intending to study a profession, and no business opportunity appearing, I for a short time assisted my father in the business department of the *Commercial Advertiser*. On Feb. 24, 1864, I was employed by Harper and Brothers, first as entry clerk. Being anxious to learn some business, I accepted the modest salary of \$6 per week.

I did not much enjoy my first occupation, which was principally working on bills and keeping accounts. The members of the firm saw all the incoming letters and if any charge was wrong, Mr. James Harper would mark the paper "Bad" with a heavy carpenter's pencil, which was most distressing to a clerk. Once I received one of these marked bills and found it correct and took opportunity to show this to Mr. Harper. He looked at it quizzically and said, "The customer is 'bad,' not the account," which was a fact. I grew into the business of commercial and literary correspondence under the direction of Joseph W. and Fletcher Harper. The style of correspondence was a model of elegance and clarity. Mr. Joseph Harper was an excellent correspondent his letters beautiful and courteous, and he knew how to express himself with force and distinction, so that to this day his letters may be read with pleasure. After a short service I was promoted, and in about a year became the assistant of Mr. Joseph W. Harper, Jr. (who was called "Brooklyn Joe"), in which position I remained until long after he withdrew from the house.

The four original members of this firm were original and interesting personalities. The first time I saw Mr. James Harper he was dressed like a New York merchant of those times in a dress coat. These gentlemen possessed a variety of qualities, each member helping the others with a union of feeling and interest quite remarkable. Their intercourse with their helpers was courteous and kind. They always in their busiest moments had time to receive their helpers, who asked for instructions and guidance in their business, and always treated them with respect and kindness. In later years their workmen and workwomen remembered the pleasant attentions of Mayor Harper or Mr. Fletcher Harper, who kindly inquired about their welfare and gave them a kind message.

Originally the neighborhood of Franklin

Square was devoted to residence or high class business. Beekman Street was a fine street with St. George's church at the corner of Cliff Street.

It is strange that with all the travel facilities of to-day nobody knows the location of Franklin Square. Conductors will take people to Franklin Street and to West Broadway. In former days one reached the door without getting lost.

Harper's in those days was a place visited by citizens of New York and out of town people of importance. Sooner or later you would see most people of importance on their way thru the establishment. The entire lower front of the building on Pearl Street was occupied by four or five business firms, but in course of time one after another of these stores was taken by the firm for their own business. The interior of the building was cold, dark, gloomy and inconvenient, and was differently disposed from its present arrangement. Business was done rapidly and inexpensively. There was no interference by the heads if business was properly done. The clerks were in their places at eight o'clock in the morning and business went on until six in the evening. Thanksgiving Day was a holiday, the other holidays were given to business. Business stopped on Saturday at five. No time was lost.

One injunction of Scripture was always well observed by Harper and Brothers, "to him that hath shall be given." For if a man was laborious and industrious more work was given to him, but if a man was negligent he was sure to have an assistant appointed to help him. The large number of clerks which has been in evidence of late years was then unknown; a cashier, a bookkeeper, two entry clerks was the extent of the force. What could not be done today was done tomorrow. Nothing unnecessary was attempted.

At that time Dr. Guernsey was editor of the magazine; Mr. Alden, who had a short time before joined the staff, was editor of the weekly; Mr. Nordhoff was reader and literary adviser; Mr. Demarest was cashier, and the entire household was small in number and united in spirit. Mr. Charles Parsons for years directed the Art Department and was remembered for his courtesy and fidelity.

Mr. George William Curtis furnished the editorials for the weekly and the "Easy Chair" for the magazine. Dr. Alden is the only survivor of the force and sheds the mild light of his presence over the magazine. Dr. Guernsey has long since departed. Mr. Conant was a late comer and was the first to depart in a mysterious manner. The most active of the younger members of the family was the always interesting Joseph W. Harper, Jr., or "Brooklyn Joe," as he was called. I was closely associated with him, and never received an unkind or unpleasant word from him, altho he was a great sufferer most of the time. He did me the honor to name me as

REMINISCENCES OF JOHN F. PHAYRE WHO JOINED HARPER BROS. IN 1864—Continued

executor to his will, in which capacity I served for sixteen years until the duties were discharged.

Looking at the matter after the lapse of years I am confirmed in my opinion that the Harper brothers were remarkable men, strong in their distinct individuality, kind in their dealings, just and equitable in their management, who contributed a large element to the growth of this nation, and have left a legacy and tradition of honesty and judgment. (Mr. Joseph Henry Harper's record of their lives is interesting and truthful.)

When I went to London it was to see authors and publishers and make arrangements for the firm to see their books. My visit was confined to London, Edinburgh, Oxford and a few other places. There was but one visit to Paris. There were also visits to Ireland as became an Irishman's son.

My relations with the English publishers were very pleasant, especially with John Murray and his son, Frederic Macmillan, Edward Marston and Frederick Chapman, all of whom I remember with pleasure and respect.

In 1914 on the 50th anniversary of my coming to Harper's, the firm presented me with a large silver loving cup with an inscription speaking of my long connection with the house. In those years there had been many pleasant friendships that had meant much to me, such as with Dr. Alden, Dean Keppel, R. R. Bowker, Wm. van T. Sutphin, F. A. Nast, Daniel Munro, Robert R. Sinclair, and others.

I continued with this house from 1864 until a short time ago. I was prostrated by a paralytic stroke from which I have suffered for over a year.

SUCCESSFUL BOOKSELLING

The Effective Book Store

ARE you getting maximum returns from the money you have expended in real estate or rent?

Is your location the best you can get for your own special lines?

And, if satisfied with the location, are you using it for all it's worth?

The store front should be modern enough to suggest prosperity and progress to the customer, says the *American Stationer and Office Outfitter*. It should be finished in a manner to suggest sanitary quarters instead of a microbe settlement. It should suggest solidity, airiness, spaciousness, plenty of light, fire resisting properties and every modern improvement possible in a store front.

The entrance should be as large as necessary for the possible number of customers who will visit the store. A store having large crowds should have larger entrances and more of them than the store catering to a steady but exclusive patronage.

Doors should swing easily and lightly on their hinges. The door that offers any resistance to the customer keeps the customer out. A door that sticks will actually send customers away to your competitor's establishment.

The arrangement of the door has a great deal to do with the success of the business, not only when considered as to the relation of one department to the surrounding departments, but when considered in connection with the convenience of the customer.

Inside, a store must be light. Darkness cultivates gloom, depression, inactivity. Light makes for life, vitality, energy, business.

The conveniences of the store should be analyzed to develop the effect upon the customer, upon the sales force and upon the business.

But these are only a part of the conven-

iences upon which a business is built. The facility of handling a large crowd easily in a store is appreciated by the customer. A customer that has to fight to get through the aisles or to get to a certain counter is not put into a buying mood.

The convenience of the salespeople is well looked after in most of the large stores, but these conveniences in the smaller stores are execrable. This latter state of a store tends largely to make the salesperson out of tune with the customs. They have their own ills and complaints against the management, whether expressed or not.

Get the salesperson in good physical condition, place him or her in good surroundings and the result will be magical.

Managers do not sufficiently realize the importance of having satisfied, cheerful salespeople. Good service in a store will do more than anything else to increase business. Comfort will increase the efficiency of the selling force.

Have you studied the space within your store with a view to its most economical disposition?

Departments must be handily arranged for the convenience of the patron, not to cause him annoyance and loss of time.

Extra space is sometimes required in a store. This is often gained by adding a mezzanine floor or balcony. The merchant in his analysis should closely study the effect of this balcony on his trade. Is it a trade getter or is it a detriment to the business? A badly constructed balcony, one having narrow, awkward stairs to climb, one that looks unstable and likely to come down under a weight is bad. One having ready access by way of an easily climbed stairway will add to the value of the business.

MAKING GOOD IN WAR TIME

Retail Clerks Affected by Useful Occupation Order

PROVOST Marshal General Crowder's recent order lists clerks and sales-clerks in stores, under Division E, as non-essential. All within the draft age, despite dependents, are liable to military service or to be placed in one of the so-called essential industries, by the order effective July 1.

Any registrant in draft classification 1, 2, 3, or 4, who is engaged in a so-called non-productive occupation after July 1, upon being reported to the Draft Board, will be called upon to explain his occupation. Should the Board find him engaged in non-productive work, he will be liable to immediate draft.

Booksellers who may be affected by this order are thought to be comparatively few now, for most young men within the draft age, who are physically fit, answered their country's call some time ago, as evidenced by the recent service flag printed in the *PUBLISHERS' WEEKLY* of May 25 and June 1.

If We All Concentrated On Our Job Like This Chap

"About 1869," says George P. Brett in the *Evening Post*, "the Macmillans cast their eyes at the American market. They sent travelers to size up the situation for an American branch; one of these travelers was an exceptionally literal Scotchman. When he returned to London, one of the Macmillans said:

"'You've had an interesting trip. Seen Niagara Falls, I suppose?'"

"'Nae, nae,' said the traveler. 'There are nae booksellers at Niagara Falls!'"

Post Office Lacks Appreciation of Recent Ad.

In parlous times all kinds of troubles seem to leap to the fore. For instance, the *PUBLISHERS' WEEKLY* for June 22nd was sent to the post office for mailing on the date of issue. The lynx-eyed inspector promptly discovered that the two-page advertisement of Bobbs-Merrill Co., regarding Irving Batcheller's "Keeping Up With William," called for tearing out of the page which it seems is a violation of the postal regulations regarding second-class mail matter. This "hold-up" delayed the mailing of the *PUBLISHERS' WEEKLY* until Monday morning, and we had to pay for all copies at the rate of two cents each or eight times the regular second-class rate, which is one cent a pound. The gentle sarcasm of the ad. was lost completely on the postal authorities, but at considerable cost to the publishers and ourselves. We are certain, however, that the spirit of the Bobbs-Merrill announcement will not be lost on the bookseller who, while enjoying the point of the announcement can sympathize with the difficulties that sometimes fall to the lot of the periodical publisher in his dealings with the post office.

After the War

Will the declaration of peace cause business stagnation with a consequent reaction in the book-trade?

That the conclusion of peace will necessitate an adjustment merchants, as a rule, firmly believe. Great changes in the employment of labor and in the demand for products, as well as in the supply, are regarded as inevitable. Similarly, it is taken for granted that there will have to be a marked readjustment in wages, and that strikes and consequent recession of output may result.

These conditions, however, it is felt, will be offset by others of a more favorable character.

Balancing the one set of conditions against the other, it would seem that the expansion which will come in the book industry will be sufficient to keep the business of the country on a high and ascending scale.

Do I Know My Customers?

Nothing pleases people so much as to be remembered and addressed by name. And the secret of remembering customers' faces and names is attention and concentration upon them, their tastes, likes and dislikes. Be interested in them and you won't forget them. And they won't forget you, either.

Put Yourself in His Place

The amount of business you do depends on the amount of business the man does to whom you are selling. Everything you can do to help him sell your goods, sells them first to him. His difficulty may be a dark store, poor window display, poor collection system or what not.

When he mentions a difficulty put yourself in his place and consider it. Wholesale sales depend on retail sales and the quickest way to sell the retailer is to know how he can best merchandise his stock.

This principle works just as well with respect to the bookseller and his customer. Putting yourself in your customer's place is the quickest way to meet his need courteously.

The Calm Before the Storm

In an interview published in the *New York Evening Post* of June 22nd, Mr. Geo. P. Brett says: It is no secret that the American publishing business is suffering as it did in England and France for the first year and a half of the war. To-day the publishing business in those countries is flourishing. Our shipments to Canada are something like 20 per cent greater than before the war. I am looking forward to a similar revival in this country in the fall. I suppose one explanation is that at first a great deal of money is diverted by the public into the buying of Government bonds and war charities. Then, as this money is spent by the Government, it turns back to the public, and with its return the buying of books revives.

AMONG THE PUBLISHERS

HUMAN INTEREST in advertising copy depends on an imaginative use of "you" and all it stands for. A good use of this principle of advertising was made recently in putting out a series of nature books. Notice in the following copy how cleverly the initial interest of the prospective buyer has been developed, point by point and how, at every point, the interest aroused is focussed on the books advertised. "All around you nature is putting out her signs—the gorgeous ones she shows every spring. How many of these signs can you read? On every side are the creatures of nature—the birds, the trees, the butterflies, the flowers. To know them—to make them your friends, increases a hundredfold the delights of any excursion into the country. To introduce them to you—to tell you their life history, their habits and their interesting peculiarities—is the mission of the nature books. They show you birds, butterflies, flowers and trees just as they really are. They describe different subjects so accurately and so interestingly that you will be able to identify them at sight, and make them your friends. They lay before you the secrets of the forest, field and stream; give a new delight to all outdoors."

"OZIAS HUMPHREY, R.A.," by Dr. G. C. Williamson (Lane) was in preparation in 1914, has been held over on account of the war, but owing to the interest aroused in the artist by the famous "Romney Case" (which created a furore in the artistic world) it has been decided to publish it at once.

"OUT TO WIN" (Lane) is the story of America in France, by Coningsby Dawson, author of "Carry On," etc. Under the British Foreign Office, Lieut. Dawson was sent to France to make a study of what is being planned and accomplished by the American Army. His book is said to be a vivid, prophetic, optimistic statement of America's program in France.

"THINGS THAT CANNOT BE SHAKEN," a little book on the essentials of the Christian faith by Charlotte H. Adams (The Woman's Press), carries a timely message to the women and girls whose faith has been put to a new test by the hoisting of the service flag.

A CRITIC who has read advance sheets of Mary Austin's new book, "The Young Woman Citizen" (Womans Press) says that Mrs. Austin's book does for the prospective woman voter what Lippman's "Preface to Politics" has done for men.

"GEORGINA'S SERVICE STARS" by Annie Fellows Johnston (Britton) is a story revealing the developing effect of the war upon the mind of a girl of sixteen growing up in its shadow.

DOUGLAS FAIRBANKS has a new book, "Making Life Worth While" (Britton) as original and valuable as "Laugh and Live." Sixteen new Fairbanks photo tones will make a special appeal.

COUNT PAUL VASSILI throws off the mask of *nom de plume* at last, and on the title page

of "Rasputin and the Russian Revolution" (Lane) stands confessed as Princess Catherine Radziwill; giving a fine opportunity for Gifted Hopkins to declare that he always knew he was she.

EXPECT AN INCREASED demand for books after the war, is the prophecy of Sir Robert Falconer, president of the University of Toronto, to the Ontario Library Association. With the triumph of democratic principles will come a fuller realization of liberty, giving the working classes more time to read. This will be accompanied by a great revival of learning, by development in education and industry which will require books.

TALKING, JUST TALKING, in print is the most delightful of literary forms, the *causerie*, a style revived by Arnold Bennett for "Books and Persons" (Doran).

A MOST EXCELLENT phrase for a bookstore window or counter display is used as the heading for a recent Century Co. advertisement: "Entertainment (and a good deal more) easy to buy, easy to carry, easy to send—books!"

VERY EXCELLENT use of the eye-catching value of a facsimile signature is seen in the advertising of Dodge Publishing Co. for the Northcliffe book, and again in the series of advertisements that Wanamaker is issuing for his New York bookstore.

MINING AND SAPPING, one of the most important and most dangerous activities of the whole war, ignored by writers, is at last described by Captain Trounce in his book "Fighting the Boche Underground" (Scribner's). Captain Trounce describes the construction of galleries and mines, the explosions about Neuville St. Vaart, in Flanders, near Arras, under the Vimy Ridge, etc.

"Horizons" (Huebsch), the new book of literary criticism, by Francis Hackett, brother of E. Byrne Hackett of A. B. A. Board of Trade, the *North American Review* says, is a valuable influence in American criticism.

SIMEON STRUNSKY'S "Little Journeys to Paris" (Holt) is described as the translation of a MSS. of Col. W. Hohenzollern's which was captured in a night raid.

FIFTY CENT WAR BOOKS is a group of books (Doran) "anti-pacifist, anti-everything that is not fight to finish and win." They include "The Thunders of Silence" by Irvin S. Cobb and "Efficiency," a play in one act with an appreciation of it by Theodore Roosevelt.

THE NEWSPAPER-READING public of America should not whimper at having to "waste" two cents upon their erstwhile penny dailies when they reflect that the London *Times* is now costing six cents, with the understanding that a person must share it with at least a second reader. The *Times* is reported as limited to 120,000 copies—community news reading indeed!

BOOKS "ON SALE" OR "RETURNABLE" BARRED IN ENGLAND

THE English Board of Trade have made an Order to be known as the Paper Restriction Order, 1918, the effect of which is to prohibit the delivery to retailers of newspapers, books and other matter "on sale or return." The Order is as follows:

1. Subject to the provisions of paragraph 3 hereof, on and after June 24th, 1918, no person shall deliver to any other person in the United Kingdom or in any other country in Europe who is engaged in the sale or distribution of newspapers, magazines, periodicals, serials, pamphlets, books, almanacks, diaries, postcards, or other similar publications, and no such person in the United Kingdom shall accept or take delivery of any such published matter as aforesaid on the terms known as "on sale or returnable" or on other similar terms whereby any allowance, rebate, or payment is made in respect of unsold copies or otherwise than on terms of payment for all copies supplied.

2. Subject to the provisions of paragraph 3, on and after June 24th, 1918, no person engaged in the United Kingdom in the sale or distribution of such published matter as is mentioned in paragraph 1 shall return or accept the return of or make or accept any payment, allowance, or rebate in respect of any unsold copies of any such published matter as aforesaid.

3. This Order shall not prohibit the return of or a payment, allowance, or rebate in respect of:

(a) Copies of any such published matter as aforesaid which were delivered for sale or distribution before June 24th, 1918.

(b) Newspapers which are delivered to a distributor or retailer too late to be delivered or sold as current news.

(c) Copies of any of the publications referred to in paragraph 1 which are delivered to the purchaser so damaged as to be unsaleable.

(d) Books bound in cloth, leather, or board delivered by the publisher thereof or the owner of the copyright therein to a duly accredited wholesale agent for sale, provided such books have not previously left the premises of such agent for sale or being offered for sale.

4. The provisions of this Order shall on and after December 10th, 1918, extend and apply to deliveries made to and the acceptance of returns from, and payments, allowances, and rebates in respect of unsold copies to persons carrying on business in any dominion or country whatever.

5. In this Order the expression "newspaper" means any publication registered as a newspaper under the Post Office Act, 1908.

6. The Controller of Paper may on special grounds by license in writing exempt any particular transaction from the provisions of this Order or permit the return of any particular published matter on such terms as he shall think fit.

7. Infringements of this Order are summary offences against the Defence of the Realm Regulations.

8. This Order may be cited as the Paper Restriction (Prohibition of Returns) Order, 1918.

PUBLISHERS ASK SUSPENSION OF POSTAGE INCREASE

NEWSPAPER publishers, headed by George McAneny, of the New York Times, vice-president of the American Newspaper Publishers' Association, urged before the House Ways and Means Committee this week, that the zone system of second class postage rates, which goes into effect July 1, be suspended for at least a year.

Mr. McAneny declared the publishers stood on the attitude they took a year ago before Congress, that they did not object to a zone system in which the rates were laid with some regard to the service performed and the value of the article carried. If an increase were to be made, he argued, the principle of the zone system would be the better method.

"It is a question," he said, "of how the rates are graduated, and what proportion the subscribers should pay and the Government should pay, and of the elimination of the question of advertising. The present time, with the country at war, is most inopportune to make a revolutionary change."

When representatives of the Publishers' Association closed their testimony, Chairman Kitchin told them he was "afraid we cannot get together at all" on the proposal to suspend the zone postage system, but said no new revenue tax on advertising is contemplated.

PRICE SET AT 3.10 FOR NEWS-PRINT PAPER

THE Federal Trade Commission upon hearing the evidence and examining the data presented by both the paper manufacturers and consumers, decided beginning April 1, 1918, the price of newsprint paper in carload lots to be 3.10 a hundred pounds F. O. B. mill. In less than car lots the price is 3.22½ per hundred F. O. B. mill.

POSTAL NOTES

Motor Parcel-Post Route

AN automobile truck parcel-post route to run daily between New York and Portland, Me., by way of Springfield, Mass., beginning July 1, is announced by the postal authorities. The route will be operated by seven trucks by way of Danbury, Waterbury, and Hartford, Conn.; Springfield, Worcester, Lowell, and Portsmouth, N. H., and about two and a half days will be allowed between terminals. It is planned to continue the route the year around.

Airplane Post for Canada

Airplane post service was inaugurated in Canada June 24 when Captain Bryan Peck flew from Montreal to Toronto with 300 letters. The distance is 300 miles.

Ask 2-Cent Postage Rate for New York

An appeal for 2-cent postage for all drop letters for distribution in New York City was made to the House Ways and Means Committee to-day by Representative Oscar W. Swift, of Brooklyn.

Because New York has six postal districts, Representative Swift said, it cost 3 cents to mail a letter at one end of Brooklyn Bridge when the addressee lived at the other end, whereas in Philadelphia, which is included in one postal district, a local letter can be carried twenty-one miles for 2 cents.

Postal Tubes in Large Cities

A compromise in the controversy in Congress over Federal purchase of pneumatic mail tube systems in several of the large cities of the country was reached June 21 by Senate and House conferees. It was agreed to submit the entire matter to the Interstate Commerce Commission with a requirement for a report from the Commission next December regarding whether the tubes should be purchased, their lease continued, or abandoned as a mail auxiliary service. It was proposed that the tubes be continued in operation until March 4, 1919.

TRADE ASSOCIATIONS

The Board of Trade Organizes

The Board of Trade of the American Booksellers' Association met for organization at the Park Hotel on Thursday, June 20th.

Under the new constitution the Board consists of fifteen members and the president and secretary of the Association *ex-officio*. There were present Charles E. Butler, F. D. Lacy, W. H. Arnold, George W. Jacobs, Charles E. Lauriat, Jr., Simon Nye, T. E. Schulte, Chas. A. Burkhardt, Frederic G. Melcher.

On a ballot Louis A. Keating was unanimously elected chairman of the Board for the ensuing year and A. G. Seiler secretary and treasurer.

There was full discussion of the plans for the coming year and in order to expedite the affairs devolving on the Board a Committee on Trade Relations was appointed, which was empowered to carry forward the ideas that had been expressed in the report of the last Board of Trade meeting and in the resolutions of the Booksellers' Convention. This committee consists of Louis A. Keating, W. H. Arnold, Charles E. Butler, Charles E. Lauriat, Jr., and A. G. Seiler.

Representatives Club Collects for Red Cross at Annual Outing

At the annual outing of the Representatives Club held on June 14th at Gedney Farms, a collection was made for the Red Cross. \$111 was contributed and, with a \$50 Liberty Bond donated by H. J. Heinz Company for that purpose, the total donation was \$161. The official credit for this donation will be given to the Publishers' Division of The Red Cross Industrial Committee.

OBITUARY

GEORGES JACQUES MAURICE PELLISSIER, literary historian, principally on French and general literature, died in Paris June 19, 1918, aged 66 years. His principal writings are: "Le Mouvement Littéraire au XIX Siècle," "Essais de Littérature Contemporaine," "Nouveaux Essais de Littérature Contemporaine," "Nouvelles Etudes de Littérature Contemporaine," "Le Mouvement Littéraire Contemporain," "Précis de l'Histoire de la Littérature Française," "Etudes de Littérature et de Morales Contemporaines," "Voltaire Philosophe," "Anthologie des Poètes Français de 1800 à 1866," and "Le XVII Siècle par les Textes."

ALPHONSE TARIDE, a well-known Paris bookseller specializing in geographical works, particularly war maps, died recently. In 1892 he organized an association of the booksellers of Paris known as La Chambre Syndicate des Libraires de France et le Syndicat des Libraires de la Région de Paris of which he was president for the past fifteen years.

DR. WILLIAM M. POLK died at Atlantic City on June 23, 1918, at the age of 73. Following a distinguished career in medicine, at his death Dr. Polk was dean of the faculty of medicine of Cornell University. Besides contributing extensively to medical journals, Dr. Polk was the author of "Leonidas Polk, Bishop and General."

PERSONAL NOTES

Another to be added to the long list of authors who have fallen in the war is William Hope Hodgson, whose book of stories, "Captain Gault" (McBride), has recently appeared. Hodgson, who was a lieutenant of artillery, had been eight years at sea as a sailor and three times around the world, before he began to write. Shortly after the outbreak of the war, he entered the British service, and saw two and a half years of fighting in France and Belgium. He was killed by a shell during the present battle, while on duty as an observation officer.

HORTON I. FRENCH of Newbegin's, San Francisco, has entered the service and is in the 83rd Field Artillery, Battery C, Camp Fremont, Cal.

THE NAME of First Lieutenant Frederick B. Stokes, son of Frederick A. Stokes, has appeared in the casualty lists for the second time since he left Plattsburg last September and accompanied the 101st United States Infantry to France. He received his first wound, shell splinters in the face and arms, on April 20, and on June 1 he cabled his father that he had fully recovered and expected soon to rejoin his company. Recent announcement of his injury was followed by another cable: "Coming along fine. Complete recovery assured.—Fred."

CHARLES NEVILLE BUCK, author and cartoonist, and Mrs. Margaret Field de Motte were married June 20, in New York City. Mr. Buck was formerly a cartoonist on *The Louisville Evening Post*. In 1910 his novel, "The Key to Yesterday," was brought out, and since then he has written a number of popular stories.

PERIODICAL NOTES

Every Week (Crowell) is to be discontinued, as "the war has greatly increased the cost of the raw materials that enter into the publication of magazines." Also it is reported that the new second class postal rate was an influential factor in bringing this about. For every unfulfilled subscription to *Every Week* the Crowell Pub. Co. will substitute an equal value in one of their other publications.

BOTANICAL ABSTRACTS will be published monthly by Williams & Wilkins Company, Baltimore, with Burton E. Livingston of Johns Hopkins University faculty as editor.

THE AUTHORS' LEAGUE BULLETIN asks authors: "Who is the greatest artist amongst the living American writers? Who is the author's author? Write—on a post card preferably—your choice and your own name."

BUSINESS NOTES

BOSWELL, PA.—Boswell News Co. has been succeeded by The News & Book Shop, R. E. Spangler, proprietor.

FREEPORT, ILL.—The Art & Book Shop has been purchased by L. F. Fargher.

HAMMOND, IND.—The stationery, book and wholesale stock of the Herbert Coffen Co. has been transferred to the Mills Printing Co. The new store will be known as the Mills Printing Company Stationery Department. The general management remains the same. At least one traveling salesman will cover all of Wyoming, and the lines will include all kinds of book printing. The combination of the Coffen company stock with that of the Mills Printing Co. will make the only house of the kind in the State, and also one of the largest printing and stationery houses in the west.

KANSAS CITY, Mo.—Morris' Book Shop is a recent business started at 210½ East 8th St., catering to the whims of book-hunters.

NEW YORK CITY.—Valentine's Manual has been incorporated. General publishing and bookselling business; capital, \$35,000. Incorporators: H. C. Brown, 55 Maple avenue, Hastings-on-Hudson; J. C. Brown, 167 Decatur street, Brooklyn; J. H. Jordan, 16 Pratt street, New Rochelle.

NEW YORK CITY.—The Oswald Press, which prints *The American Printer*, has been consolidated with the Federal Printing Co.

NEW YORK CITY.—The Library Book Co., 25 West 42d street, Manhattan, has moved to 314 Rochester avenue, Brooklyn.

PHILADELPHIA, PA.—The old firm of Henry Carey Baird & Co. has been incorporated under the laws of the State of New York, and the business will soon be moved to New York City.

ST. LOUIS, Mo.—The Presbyterian Book Store has moved from 315 N. 10th St. to 411 N. 10th St., Kinloch Building. Their new quarters are considerably better than the old.

SAN DIEGO, CAL.—St. Clair Crain, propri-

etor of Crain's Book Store, Key West, Fla., has sold out his stock and opened a book and stationery store at 4060 Florida street, San Diego, Cal. The business at 412 Greene street, Key West, will be continued by the purchaser of the stock.

BIBLIOGRAPHICAL NOTES

Catalogs of New and Second-Hand Books

Reginald Atkinson, Forest Hill, London, S. E., 97, Sunderland Road. Catalog of rare and interesting books in all departments of literature from valuable libraries recently dispersed, with a short list of autographs including Bewick, Borrow, Byron, Darwin, George Eliot, Emerson, [etc.] (No. 30; 897 items.)

B. H. Blackwell, Oxford, Eng., 50 & 51 Broad St. Catalog of books in Greek and Latin classical literature from the libraries of the late J. L. Strachan Davidson; the late Herbert P. Richards; and other scholars recently deceased. (No. 167; 1909 titles.)

Henry Gray, Acton, London, 1 Churchfield Rd. E. Catalog of Americana consisting of books, periodicals, pamphlets, etc., relating to or printed in North, South, Central and British America, the United States, [etc.]. (No. 11.)

A. J. Huston, Portland, Me., 92 Exchange St. Catalog of family histories, genealogical serials, town, county and state histories, historical society collections, publications of patriotic societies. (No. 30; 996 titles.)

Patrick F. Madigan, New York, N. Y., 561 Fifth Ave. Autograph bulletin; containing rare and interesting original autograph letters, manuscripts and historical documents of esteemed authors and celebrities, [etc.]. (No. 77; 145 items.)

William Harvey Miner Co., Inc., St. Louis, 3518-20-22 Franklin Ave. Catalog. Europe and the great war; books relating to the history, manners, customs and people of the belligerent countries. (No. 13; titles 6470-7503.)

Catalog: Standard books in sets. (No. 14; titles 7504-7748.)

Harold Reeves, Claygate, Surrey, Eng., Vale Road. Catalog: Music and musical literature old and rare, second-hand and new. (No. 9.)

Smith Book Co., Cincinnati, Suite 914, Union Central Bldg. Catalog: Americana; choice list including many Western items, original mss. of Morgan's raid in Indiana, early Ohio and Indiana newspapers, Herndon's Lincoln, etc., etc. (No. 1; 708 titles.)

Guy Stonestreet, New York, N. Y., 507 Fifth Ave. Catalog of miscellaneous books, being recent purchases mainly from private sources. (No. 30; 123 titles.)

World's Book Stores, Bath, England, 5 Argyle St. Literary vade-mecum, or catalog of second-hand books in all classes, including recent purchases from the Broadley, George Dunn, Bosworth Park, Rickmansworth Park, and other libraries. (No. 248-249; 669 titles.)

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. Where not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.) Fe. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in numerals, 4°, 8°, etc.

Allen, E. Fk., comp. and ed. A guide to the national parks of America. [New and rev. ed.] N. Y., McBride. c. '15-'18 338 p. il. pls. fold. maps S \$1.25 n.

Ayscough, J: [pseud. for Bp. Fs. Browning Drew Bickerstaffe-Drew] Hurdcott. 2d ed. St. Louis, Herder. 19+376 p. 8° \$1.35 n.

Bacheller, Irving Addison. Keeping up with William; in which the honorable Socrates Potter talks of the relative merits of sense, common and preferred; with cartoons by Gaar Williams. Indianapolis, Bobbs-Merrill. [c. '18] 114 p. pls. D \$1 n.
Humorous and philosophical sketches.

Baronti, Gervé. The red laugh [verse]. Bost., Cornhill Co. c. 80 p. 12° bds. \$1.25 n.

Beale, Rev. G. W. A lieutenant of cavalry in Lee's army. Bost. [Badger] c. 231 p. D \$1.25 n.
Experiences of a lieutenant in the Civil War.

Bianchi, Mrs. Martha Gilbert Dickinson. The point of view. N. Y., Duffield. c. 330 p. D \$1.50 n.

Sapphira Miles Dangler and Mark Jayne, two extremely sophisticated people are unwilling to accept the Puritanism laid on them by their New England ancestry, yet find themselves inevitably bound by it. Mark, feeling his superiority, wants to be entirely independent, and altho he enjoys his intercourse with Sapphira and later with Paget Slade, hates the thought of marriage. Sapphira, influenced by the bishop, changes her point of view and begins to see what is worth while in life. When the war breaks out she throws herself wholeheartedly into war work and it is not until then that Mark realizes his genuine love for her.

Blatch, Mrs. Harriot Stanton. Mobilizing woman power. N. Y., Womans Press. c. 197 p. il. 12° \$1.25 n.

Bosworth, E: Increase, and Lobingier, J: Leslie. The master's way; studies for men in the navy; published for the National War Work Council of Young Men's Christian Association. N. Y., Assn. Press. c. 168 p. Tt pap. 15 c.
Religious helps for sailors.

Boyd, W: Kenneth, and Brooks, Rob. Preston, comps. A selected bibliography and syllabus of the history of the South, 1584-1876. Athens, Ga. [Univ. of Ga.] 133 p. O (Bulletin 292) pap. 75 c.
Compilers are of Trinity College, N. C., and University of Georgia.

Braley, Berton. In camp and trench; songs of the fighting forces. N. Y., Doran. [c. '18] 84 p. D 50 c.

Britton, Nathaniel Lord. Flora of Bermuda. N. Y., Scribner. c. 11+585 p. (6 p. bibl.)

col. front. il. O \$4.50 n.

Descriptions and illustrations of the native and introduced plants of Bermuda with their botanical classification. Index. Author is director-in-chief, New York Botanical Garden.

Brown, Rome G. Addresses, discussions, etc.; published discussions pertaining to constitutional government and kindred and other subjects. 2 v. Minneapolis, Minn. [The author, 1000-1012 Metropolitan Life Bldg.] '17 il. pl. pors. 8° (priv. pr.)

Bryan, Julien H. "Ambulance 464"; encore des blessés; with an introd. by Lyman Abbott. N. Y., Macmillan. c. 10+220 p. il. pls. map D \$1.50 n.

Experiences of a Princeton freshman while driving an ambulance in the Verdun and Champagne sections of France.

Burland, J: Burland Harris. The white rook. N. Y., A. A. Knopf. c. 233 p. bds. D \$1.35 n.

Lady Grimwood had married a distinguished man much older than herself and totally indifferent to her happiness. Sir Robert disappeared mysteriously on the evening when a former lover of his wife back from India had visited her. Sir Robert later on was discovered drowned in a pond. Heritage, the returned lover, traces the tragedy to the strange vengeance of a Chinaman whom Sir Robert had wronged in earlier years in India.

Burns, Cecil Delisle. The world of states. N. Y., Stokes. 143 p. 12° (New commonwealth ser.) bds. \$1 n.

Burrell, D: Ja., D.D. The laughter of God. N. Y. and Chic., Revell. c. 125 p. 12° \$1.25 n.

C., W. R., and others, eds. Oxford poetry, 1917. [N. Y., Longmans.] 4+59 p. D pap. 50 c. n.; bds. 90 c. n.

Cahn, Herman. Capital to-day; a study of recent economic development. 2d ed., rev. and enlarged. N. Y., Putnam. c. '15-'18 12+376 p. D \$2 n.

Calhoun, Arth. Wallace. A social history of the American family from the colonial times to the present. v. 3. Cleveland, O., A. H. Clark Co. c. 480 p. 8° \$5 n.; set of 3 v. \$12.50 n.

Cannan, Gilbert. Freedom. N. Y., Stokes. 106 p. 12° (New commonwealth ser.) bds. \$1 n.

Catlin, Lucy Cornelia. The hospital as a social agent in the community. Phil., Saunders. c. 113 p. il. pls. forms O \$1.25 n.

Intended as a guide for social workers in the field of hospital work in smaller cities. Author is director of social service work and executive director of the out-patient department, Youngstown Hospital, Ohio.

- Chapman, C: Frederic, ed.** Motor boating's practical series. 6 v. N. Y., Motor Boating, 119 W. 40th St. [c. '18] il. diagrs. 4° ea. \$1
- Clarke, Edith E.** Guide to the use of United States government publications. Bost., Boston Bk. Co. c. 308 p. (33¾ p. bibl.) O (Useful reference ser.) \$2.50 n.
Manual of instruction for library schools, for use in libraries as well as for all who use government documents. Author was formerly chief of cataloging, Office of Superintendent of Documents.
- Columbia University. Teachers College. School of Practical Arts. Dept. of Foods and Cookery.** Ninety tested, palatable and economical recipes. N. Y., The college. '17 c. 26 p. 8° (Technical education bull. 34) 30 c.
- Coomaraswamy, Ananda Kentish.** The dance of Siva; fourteen Indian essays. N. Y., Sunwise Turn. c. 139 p. il. pls. O \$2.50; limited large paper ed. \$5
Partial contents. What has India contributed to human welfare?; Hindu view of art; Buddhist primitives; the dance of Siva; Indian images with many arms; Indian music; Young India. Partly reprinted from various periodicals.
- Cortina Academy of Languages. Extension Teaching Dept.** Ready reference guide for the use of Cortina's French method for individuals and clubs. Home-study course. N. Y., The academy. 38 p. 12° pap. 50 c.
- Cory, C: Barney.** Catalogue of birds of the Americas and the adjacent islands in Field Museum of Natural History; and including all species and subspecies known to occur in North America, Mexico, Central America, South America, the West Indies, and islands of the Caribbean Sea, the Galapagos Archipelago, and other islands which may properly be included on account of their faunal affinities. Pt. 2, no. 1. Chic. [Field Museum of Natural History.] 315 p. col. front. O (Zoological ser. 13) pap. \$4
- De Bary, R:** The international king; a war appeal for federal union. N. Y., Longmans. 13+67 p. D bds. 75 c. n.
Appeal for "founding among the Allies of a permanent conference of union."
- Delano, S:, M.D.** How shall I take exercise and set-up?; a physician's analysis of the why and wherefore, what's what and of what's worth while in exercise; with illustrated movements. Bost., Four Seas. c. 135 p. il. pls. D \$2 n.
Introduces original scheme of chest movements for exercise and set-up.
- Delbridge, C: Lomax.** Delbridge 2½ point calculator .00c. to 97½. St. Louis, Mo., Delbridge Co. c. '18 49 p. tabs. f° \$1
- De Varila, Osborne.** The first shot for liberty; the story of an American who went over with the first expeditionary force and served his country at the front. Phil., Winston. [c. '18] 223 p. il. pls. pors. D \$1.25 n.
Irish-American lad tells his story of enlistment in Pershing's army and his experiences on the firing line.
- Dotterer, Ray Harbaugh.** The argument for a finitist theology. Lancaster, Pa., New Era Pr. 5+83 p. 8° 50 c. n.
- Douglass, B: Wallace.** Orchard and garden; a guide book for beginners. Indianapolis, Federal Pub. c. 360 p. col. front. il. 8° \$1.50 n.
- Drake, Paul Harris.** Democracy made safe. Bost., L. Phillips. c. 12+112 p. 12° \$1 n.
- Duclaux, Mary i. e. Agnes Mary Frances Robinson [formerly Mme. Ja. Darmesteter].** A short history of France; from Caesar's invasion to the battle of Waterloo. N. Y., Putnam. c. 9+345 p. (bibls.) fold. maps O \$2.50 n.
General history of France written rather for the layman than for students or historians. Index.
- Edison, Thdr. Alfr.** Telegraphy self-taught; a complete manual of instruction; containing chapters and lessons on telegraphy in all its branches; including easy experiments in electricity and magnetism which operators should know. Chic., Drake. [c. '18] 172 p. il. 12° \$1
- Fiske, Bp. C:** The experiment of faith. N. Y. and Chic., Revell. c. 256 p. 12° \$1.25 n.
- Florez, C. de.** "No. 6"; a few pages from the diary of an ambulance driver. N. Y., Dutton. [c. '18] 13+150 p. D \$1.50 n.
Diary of an ambulance driver in the service of the French Army on the Verdun front in the third year of the war. Pictures the poilu.
- Foreningen til Folkedansens Fremme, Copenhagen.** Danish folk dances; descriptions of folk dances; tr. by Viggo Bovbjerg. 2 v. [Chic.] Chic. Sch. of Civics and Philanthropy, Recreation Dept. '17 c. 62 p. 8° pap. \$1.25
- Foster, G: Nimmons.** Exhaustive legal research. St. Paul, West Pub. '17 c. 72 p. diagrs. 8° \$1
- Foust, Mrs. Leila Atwood.** With God and the colors; prayers by a mother for her soldier boy. Phil., Vir Pub. [c. '18] 64 p. D 50 c. n.
A mother's prayers for her boy in the service.
- Fraprie, Fk. Roy, ed.** How to make lantern slides. Bost., Am. Photographic Pub. [221 Columbus Ave.] [c. '18] 74 p. il. figs. tabs. D (Practical photography 7) 75 c.; pap. 35 c.
- Freneau, Philip.** Unpublished Freneauana; ed. by C: F. Heartman. N. Y., C. F. Heartman, 36 Lexington Ave. 26 p. pors. fold. facsm. 8° (Heartman's historical ser.) bds. \$6 (51 copies)
- Girardey, Rev. Ferreol.** Conference matter for religious. 3d ed. 2 v. St. Louis, Herder. 16+720 p. 8° \$2.50 n.
- Graber, Laurence F:** "Alfalfa"; a handbook for the alfalfa grower and student. Madison, Wis., The author. c. 76 p. il. (part col.) 8° pap. 70 c.
- Grabo, Carl H:** The world peace and after. N. Y., A. A. Knopf. c. 154 p. D bds. \$1 n.

Seeks to demonstrate that a world wide peace will necessitate a new diplomatic machinery and demands a social revolution in our modern industrial states.

Greenfield, Kent Roberts. Sumptuary law in Nürnberg; a study in paternal government. Balt., Johns Hopkins Press. c. 139 p. O (Studies in historical and political science) \$1.50; pap. \$1.25

Hackett, Fs. Horizons; a book of criticism. N. Y., Huebsch. [c. '18] 368 p. O \$2 n.
Reviews of books and plays written week by week for the Chicago *Evening Post*, 1908-1911 and the *New Republic*, 1914-1918.

Haggard, Sir H: Rider. Love eternal. N. Y., Longmans. c. 368 p. D \$1.50 n.

Isobel Blake had loved Godfrey Knight ever since she had kissed his sleeping face as a child. Godfrey's father, a clergyman, fearing Isobel's lack of faith might corrupt his son, tried to keep them apart. After years of separation, they were married, but Godfrey was sent almost immediately on East African duty. While lying wounded, he had a vision of Isobel who had been killed in a London air raid.

Haiman, Ella, comp. and ed. Various types of the short story; for use in first-year high school; selected and annotated, with questions for study. Bost., Educational Pub. [50 Bromfield St.] [c. '18] 215 p. S 40 c.

Compiler is instructor in English, Hume-Fogg High School, Nashville, Tenn.

Harting, Hans. Optics for photographers; tr. by Fk. R. Fraprie; with 57 illustrations. Bost., Am. Photographic Pub. [c. '10-'18] 224 p. il. figs. tabs. D \$2

Explains fundamental laws of geometrical optics for amateur and professional photographers.

Hayden, Arth. Chats on old clocks. N. Y., Stokes. 302 p. il. 8° (Collector's ser.) \$2.50 n.

Heller, Otto. Prophets of dissent; essays on Maeterlinck, Strindberg, Nietzsche and Tolstoy. N. Y., A. A. Knopf. c. 10+216 p. D \$1.50 n.

Critical essays. Author is professor of modern European literature, Washington University, St. Louis.

Hinckley, Livingston Spraker, M.D. Narcotic drug addiction, the modern scourge. [Newark, N. J., The author] 33 Halsey St. 40 p. D 50 c.

Hiss, Philip Hanson, jr., and Zinseer, Hans. A text-book of bacteriology; a practical treatise for students and practitioners of medicine; with a section on the pathogenic protozoa, by F: F. Russell; with 198 il. in the text, some of which are colored. 4th ed. N. Y., Appleton. 21+852 p. (bibls.) chart 8° \$3.75 n.

Howell, Roger. The privileges and immunities of state citizenship. Balt., Johns Hopkins Press. c. 120 p. O (Studies in historical and political science) \$1.25; pap. \$1

John Crerar Library. A catalogue of French economic documents from the sixteenth, seventeenth, and eighteenth centuries. Chic. [The library] 7+104 p. Q pap. 15 c.

Jones, Paul Van Brunt. The household of a Tudor nobleman. Urbana, Ill., Univ. of

Ill. '17 c. '18 277 p. O (Studies in social sciences) pap. \$1.50

Study of the organization and management of a nobleman's household in Tudor, England. Author is associate in history, University of Illinois.

Joyce, Ja. Exiles; a play in three acts. N. Y., Huebsch. c. 154 p. D bds. \$1 n.

Kath, Erich W., comp. Uniform cost accounting for steel furniture industry. [Cleveland, O., National Assn. of Steel Furniture Manufacturers, Schofield Bldg.] [c. '18] 106 p. forms (1 fold.) 8° (priv. pr.)

Keith, Rev. G: Alex. Christ's life in pictures. Chic., Extension Press. [c. '18] 93 p. of il. 4° (not for sale)

Kelly, M. T. A life of Saint Francis Xavier; based on authentic sources. St. Louis, Herder. 12+253 p. il. 8° \$1.25 n.

Kilmer, F: Barnett, ed. Johnson's standard first aid manual; suggestions for prompt aid to the injured in accidents and emergencies; ed. in collaboration with eminent surgeons, first aid authorities and specialists. 8th ed., rev. New Brunswick, N. J., Johnson & Johnson. [c. '18] 143 p. il. (part col.) O 50 c.

Kirby, R: Shelton. The fundamentals of mechanical drawing. N. Y., Wiley. 5+89 p. il. pls. 4° \$1.50 n.

Kirkland, Winifred. The new death. Bost., Houghton Mifflin. c. 173 p. D \$1.25 n.
Study of the new death in which is beauty rather than fear because of a firm faith in immortality.

Latin-American year book for investors and merchants. [1918 ed.] N. Y., Criterion Newspaper Syndicate, 15 Park Row. c. 600 p. il. pls. pors. double map diagr. 8° \$2.50 n.

Lee, Alb. E. At his country's call. N. Y. and Chic., Revell. c. 285 p. il. 8° \$1.25 n.

Legouis, Emile. The early life of William Wordsworth, 1770-1798; a study of "The prelude"; tr. by J. W. Matthews; with a prefatory note by Leslie Stephen. N. Y., Dutton. 16+477 p. por. O \$3.50 n.

Study of early life of Wordsworth including a careful study of Wordsworth's autobiographical poem "The Prelude" in connection with other documents and other of the poet's earlier writings. Author is professor, University of Lyon.

Lewis, R: Welbourne. The devil's diary. Louisville, Ky., Pentecostal Pub. [c. '18] 112 p. 12° 60 c. n.

Lieberman, Elias. Paved streets [verse]. Bost., Cornhill Co. c. 108 p. 12° bds. \$1.25 n.

Lodge, Sir Oliver Jos. Raymond; or, life and death; with examples of the evidence for survival of memory and affection after death. Cheaper ed. N. Y., Doran. 11+403 p. il. pls. pors. 8° \$1.50 n.

Lord, Myra Belle Horne [Mrs. E. O. Lord]. Mary Baker Eddy; a concise story of her life and work. Bost., Davis & Bond. [c. '18] 62 p. il. pls. pors. 12° \$1; leath. \$2

Ludy, Llewellyn V. Steam engines; a thorough and practical presentation of modern steam engine practice. 2d ed. Chic., Am.

- Tech. Soc. '17 c. 192 p. il. pls. diagrs. 8° \$1
- Mackenzie, Donald A.** From all the fronts. N. Y., Stokes. 199 p. il. 12° \$1.50 n.
- McKinney, Alex. Harris.** Guiding boys over Fool Hill; studies in adolescence. N. Y. and Chic., Revell. c. 240 p. 12° \$1.25 n.
- McVenn, Gertrude E.** Good manners and right conduct; fifth grade, sixth grade, and seventh grade. 3 v. N. Y., Heath. [c. '18] 208; 168; 206 p. il. pls. 12° ea. 68 c.
- Massachusetts Historical Society.** Jasper Maudit; agent in London for the Province of Massachusetts Bay, 1762-1765; the Charles Grenfell Washburn collection of letters. Bost., The society. 194 p. 8° (Collections, v. 74) hf. cl. \$3
- Mastin, Florence Ripley.** Green leaves [verse]. N. Y., J. T. White & Co. 118 p. D \$1.25
- Meade, R: Kidder.** The chemist's pocket manual; a practical handbook containing tables, formulas, calculations, information, physical and analytical methods for the use of chemists, chemical engineers, assayers, metallurgists, manufacturers and students. 3d ed. Easton, Pa., Chemical Pub. c. 5+530 p. il. diagrs. 16° \$3.50
- Merewether, J: Wa. Beresford, and Smith, Sir F: Edn.** The Indian corps in France; with an introd. by Earl Curzon of Kedleston; published under the authority of his majesty's secretary of state for India in council. N. Y., Dutton. 24+550 p. il. pls. pors. maps (part fold.) O \$4 n.
Detailed and official account of the Indian Corps in France which, at a critical time in the war, held up the German attempts on the French coast and did much towards saving France. Index.
- Merritt, E: Percival.** The parochial library of the eighteenth century in Christ church, Boston; by a proprietor of Christ church. Bost., Updike. '17 81 p. 8° (priv. pr.) (200 copies)
- Messer, W: Stuart.** The dream in Homer and Greek tragedy. N. Y. [Lemcke & Buechner] c. 8+105 p. (3 p. bibl.) O (Columbia Univ. studies in classical philology) \$1.25 n.
Author is instructor in classical philology, Barnard College, Columbia University.
- Miller, Kelly.** An appeal to conscience; America's code of caste; a disgrace to democracy; with an introd. by Alb. Bushnell Hart. N. Y., Macmillan. c. 108 p. nar. S bds. 60 c.
Protest against the application of one standard to black men and another to white.
- Miner, G: Washington, and Elwell, Fayette Herb.** Principles of bookkeeping; brief course, illustrating the direct method of closing the ledger. Bost., Ginn. [c. '18] 8+192+19 p. il. forms 8° (Miner and Elwell ser.) \$1.12
Published with slight alterations under title "Principles of Bookkeeping, First Course."
Principles of bookkeeping; combined course, illustrating the direct method of closing the ledger through set 4. Bost.,
- Ginn. [c. '18] 8+416+20 p. il. forms 8° (Miner and Elwell ser.) \$1.60
Published with slight alterations under title "Principles of Bookkeeping, Complete Course."
- Principles of bookkeeping; elementary course, illustrating the direct method of closing the ledger through set 4. Bost., Ginn. [c. '18] 8+256+20 p. il. forms 8° (Miner and Elwell ser.) \$1.30
Published with slight alterations under title "Principles of Bookkeeping, Introductory Course."
- Mobilized Women's Organizations of Berkeley, comp.** Conservation recipes. Rev. ed. Berkeley, Cal. [Berkeley Unit, Council of Defense, Woman's Committee, 119 Francis Shattuck Bldg.] 176 p. O pap. 50 c.
- Monlaur, R.** After the ninth hour; a picture of the dawn of the Christian era. 2d ed. St. Louis, Herder. 197 p. 16° 35 c. n.
- Moor, C. D., and others.** Field sanitation. Chic., Chic. Medical Bk. Co. 220 p. 8° pap. \$1
- Mori Ogwai, and others.** Paulownia; seven stories from contemporary Japanese writers; tr. by Torao Taketomo; with a foreword by J: Erskine. N. Y., Duffield. c. 23+164 p. D \$1.25 n.
Contents: Takase bune, by Mori Ogwai; Hanako, by Mori Ogwai; The pier, by Mori Ogwai; The bill-collecting, by Nagai Kafu; Ukiyoe, by Nagai Kafu; A domestic animal, by Shimazaki Toson; Tsugaru strait, by Shimazaki Toson.
- Mortimer, F. J., ed.** Photograms of the year 1917-1918; the annual review of the world's pictorial photographic work. N. Y., Tennant & Ward [103 Park Ave.] 31 p. il. pls. pors. Q pap. \$1.50
- Moxcey, Mary Eliza.** Religious nurture in the home; a brief bibliography. Chic., Religious Education Assn., 332 S. Michigan Ave. 7 p. 8°
- Müller, Rev. J: Baptist.** Handbook of ceremonies for priests and seminarians; tr. from the 2d German ed. by A. P. Ganss. 4th ed. St. Louis, Herder. 16+260 p. front. tab. 12° \$1 n.
- Murray, J: Lovell.** The call of a world task in war time. N. Y., Student Volunteer Movt. for Foreign Missions. c. 114 p. 12° 60 c. n.; pap. 40 c. n.
- Newstead, Ralph.** Ralph's ship fitters' edition for students, beginners and ship workers. San Francisco, Cal. [Progress Pr., 228 Sixth St.] c. '18 46 p. il. diagr. 16° \$1
- Paine, Ralph Delahaye.** The fighting fleets; five months of active service with the American destroyers and their allies in the war zone. Bost., Houghton Mifflin. c. 17+392 p. il. pls. pors. facsms. O \$2 n.
Detailed account of the splendid work of the American seamen in the present war.
- Ravenel, Florence Leftwich.** Women and the French tradition. N. Y., Macmillan. c. '11-'18. 9+234 p. il. pors. D \$1.50 n.
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- Reely, Mary Katharine.** Country life and rural problems; a study outline. N. Y., H. W. Wilson Co. 39 p. (bibls.) D (Study outline ser.) pap. 25 c.
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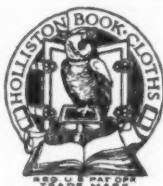
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Bates, A., Talks on Study of Literature, Boston and New York, 1897.
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History of the Hocking Valley of Ohio, 1883.
Hull, Art of the Stage.
Huxley, T. H., American Addresses, New York, 1877.
Kennedy, W. S., Poems of the Weird and Mystical Way, probably published privately, Boston, 1885.
Morris, W., Collected Works, edited by Miss Morris, 24 vols.
Muirhead, L. A., Times of Christ, N. Y., 1905.
Newcomb, Simon, Our Financial Policy during the Rebellion; During the Civil War, Harper.
New England Primer, Good specimen.
New York Times, for April 13, 1917.
Oriental Stories, English translation, Athens, 1893.
Petronius, Satyricon, New York, 1866.

E. P. Dutton & Co.—Continued

Rochester and Dorset, Poetical Works, London, 1757.
Sanborn, Frank, New Hampshire Biography and Autobiography, privately printed, Concord, N. H., 1905.
Scully, W. C., Kafir Stories, Holt.
Smith, Charles, The American War from 1775 to 1783, N. Y. for C. Smith probably privately, 1797.
Taine, trans. by John Durand, Modern Regime, Holt & Co., 1884.
Temple Topographies, Broadway: In Worcester-shire.
Temple opographies, Ludlow: In Shropshire.
Von Hugel, Mystical Elements of Religion, 2 vols., Dutton.
Weiss, John, Poem Read at Dinner of Class of '37 Harvard, Press of W. L. Deland, Boston, 1874.

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Hopper Catalogue Japanese Prints.

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 Barney, Commodore Joshua, Memoirs of.
 Cleek of Forty Faces.
 Cutbush, James A., Philosophy of Experimental Chemistry, 2 vols., 1813.
 Dundas, Louisa M., Wrecked, Not Lost, Lond., 1872.
 Eggleston, Geo. C., Wreck of Red Bird, N. Y., 1882.
 Herbert, Charles, of Newburyport, Hist. of.
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 Lamb, Elia, early ed.
 Lieber, Hermeneutics.
 Lord's Journal, 1778.
 Mag. of Amer. History, Apr., 1881.
 Miss Theodora.
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 arden of Marshes.
 Washington, Martha, Key to Reception of.
 Genealogies:
 Appleton by Wm. Appleton.
 Pillsbury.
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 Chase, exts and Studies, vol. 1., no. 3.
 Lord's Prayer and the Early Church, Cambridge Press.

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 Collections on the History of Albany, vol. 3-4, Munsell, 1870-1871.
 Early Records of the City and County of Albany and Colony of Rensselaerswyck, 1656-1675, Pearson, 1869.

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 Science, August 6th, 1915.
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Duchesse d'Orléans, Memoirs and Correspondence,
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 Rubaiyat, edited by J. B. Rittenhouse, Little, Brown & Co., 1900.
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 McClure's Mag., November, 1910.
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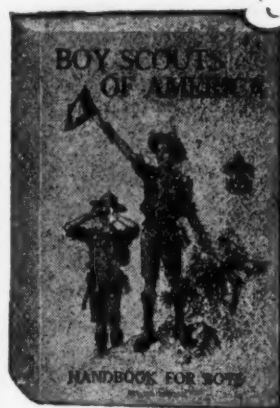
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